

## Table of Contents

### North Dakota Tourism Overview

Public Relations.....	5
International Marketing.....	6
Group Travel Marketing.....	7
Outdoor Marketing.....	8
Cultural & Heritage Marketing .....	9
Learning Based Vacations.....	10
Literature Rack Distribution Program .....	11
One Fulfillment .....	11
Additional Partnership Programs.....	11

### Leisure Market Advertising Plan

2008 Marketing Strategic Direction .....	12
Target Audience and Priority Markets .....	13
2008 Creative Strategy.....	14
2008 Media Budget and Strategy .....	15
Media Plan Changes from 2007 to 2008 .....	17
Media Plan Overview by Category	
Broadcast Television.....	18
Direct Response Television .....	19
Print Advertising.....	20
Newspaper Inserts .....	21
Radio Advertising.....	22
Direct Mail.....	22
Online Advertising.....	23
Outdoor Marketing .....	24
Out-of-home Advertising .....	24
In-state Campaign.....	24
2008 Legendary Strategy Media Plan (Primary U.S. Markets).....	25
2008 Border/Niche Strategy Media Plan (Canadian, Secondary & Niche Markets) .....	44
Total Budget Recap.....	57
Legendary Strategy Budget Recap .....	59
Border/Niche Strategy Budget Recap .....	60
2008 Media Plan Flowchart.....	61

2008 Cooperative Advertising Opportunities .....	Red Section
--	-------------

## North Dakota Department of Commerce Tourism Division 2008 Media Plan

*Presented by Odney Advertising Agency and North Dakota Tourism  
October 3, 2007*

North Dakota is LEGENDARY. That message is resonating through the momentum we're building in travel and tourism, and is being carried throughout the state. This year we've had dozens of requests from agencies and partners looking to further our LEGENDARY message. From driver's licenses to menu items, hospitality to outdoors, culture and history to scenic beauty – our LEGENDARY brand keeps growing.

In 2007, the state continued an innovative advertising campaign that started a year earlier. We believe the direction we are going in 2008 is both creative and targeted.

In 2008, you will see increased focus on online promotion of the LEGENDARY brand. The development of our Culture and Heritage Plan will mean new programs and a new publication. We will continue expansion of our cooperative efforts, not only in advertising, but in overall promotion. And we will strongly encourage development of packaged vacations and the use of partner access through [www.ndtourism.com](http://www.ndtourism.com).

I would like to commend Odney Advertising for its work in developing the media plan and its continuing work on our creative campaigns. If you have questions for the agency, direct them to:

Odney Advertising Agency  
Pat Finken, President – [pfinken@odney.com](mailto:pfinken@odney.com)  
Trish Helgeson, Tourism Account Executive – [thelgeson@odney.com](mailto:thelgeson@odney.com)  
701-222-8721 or 1-888-500-8721

This year you will also receive a research brief, highlighting three pivotal pieces in our strategic research plan. This research is key in developing our strategies and targeting our messages.

The North Dakota Department of Commerce Tourism Division staff has more than 130 combined years of travel, tourism and marketing experience. It works with the combined mission to bring visitors and their dollars to the state of North Dakota. I encourage you to seek them out whenever you have questions.

Please take a serious look at the cooperative opportunities available. These media opportunities benefit your bottom line and the overall state exposure.

Thanks again for your interest in working with us to make more visitors discover why North Dakota *is* Legendary.



Director, Tourism Division  
North Dakota Department of Commerce

**Tammy Backhaus, Administrative Assistant/Project Coordinator** – Support services for Director, technical support for One Fulfillment, marketing activities, brochure distribution program  
701-328-2526 [tbackhaus@nd.gov](mailto:tbackhaus@nd.gov)

**Deanne Felchle, CTIS, Group Travel** – Motorcoach marketplaces and sales, group travel planner and FAM tours  
701-328-2502 [dfelchle@nd.gov](mailto:dfelchle@nd.gov)

**Jessica Fretty, Travel Counselor** – Request fulfillment, logo merchandise purchases  
701-328-7265 [jfretty@nd.gov](mailto:jfretty@nd.gov)

**Gloria Hedahl, Travel Counselor** – Request fulfillment  
701-328-2661 [ghedahl@nd.gov](mailto:ghedahl@nd.gov)

**Heather LeMoine, Marketing Director** – Promotional publications, marketing, e-marketing, cooperative advertising, research  
701-328-5372 [hlemoine@nd.gov](mailto:hlemoine@nd.gov)

**Tricia Miller, Data Coordinator** – Statistics, databases, Web site and travel guide listings  
701-328-5328 [tamiller@nd.gov](mailto:tamiller@nd.gov)

**Cheryl Purdy, Administrative Staff Officer** – Procurement, logo merchandise orders and accounting  
701-328-2548 [cpurdy@nd.gov](mailto:cpurdy@nd.gov)

**James (Scooter) Pursley, Information Specialist** – Photo library, publication production, newsletters and Web site  
701-328-2874 [jpursley@nd.gov](mailto:jpursley@nd.gov)

**Annette Schilling, Cultural & Heritage Tourism Director** – Cultural and heritage tourism, learning based vacations program, vacation packages, Trips to Go web page, hospitality training program and FAM tours  
701-328-3505 [aschilling@nd.gov](mailto:aschilling@nd.gov)

**Kim Schmidt, Public & Media Relations Director** – Public relations program and media relations, FAM tours  
701-328-2532 [ksschmidt@nd.gov](mailto:ksschmidt@nd.gov)

**Fred Walker, International Travel Marketing Director** – Product development, international shows, FAM tours and advertising, grant application and agri-tourism  
701-328-3502 [fwalker@nd.gov](mailto:fwalker@nd.gov)

**Mark Zimmerman, Outdoor Promotions Director** – Sport shows, brochure distribution program  
701-328-2509 [mzimmerman@nd.gov](mailto:mzimmerman@nd.gov)

This plan provides an overview of the Tourism Division programs and available partnership opportunities, as well as the media plan for the leisure and outdoor markets and cooperative advertising opportunities. Research summary is available in a separate document.

## ***Program Overviews and Partnership Opportunities***

### **[WWW.NDTOURISM.COM](http://WWW.NDTOURISM.COM) and E-MARKETING**

In May 2007, North Dakota Tourism invited stakeholders to use enhanced partner-access features at [ndtourism.com](http://ndtourism.com). At the time, there were approximately 50 registered users of the official state tourism Web site. In the past four months, use on the site has grown almost 400-percent among partners. There are close to 700 registered users who have posted more than 1,100 listings!

Partner advantages to frequent use of [ndtourism.com](http://ndtourism.com) include:

- List and update accommodations
- List and update events
- List and update attractions
- List and update packages
- Post press releases
- Upload your photos
- Access high-resolution photos for marketing partners

Recent enhancements of [ndtourism.com](http://ndtourism.com) have also allowed for user-generated content to be added through posting “My Vacation Blog.” Visitors of the Web site can customize their North Dakota vacation, using the “Trip Planner” or selecting a ready-made “Trip to Go” or vacation package.

In July 2007, North Dakota Tourism launched a targeted e-marketing campaign. More than 40 e-blasts have been delivered in 15 theme areas. Content for these e-blasts is gathered from event listings and news releases posted to [ndtourism.com](http://ndtourism.com) – another reason to actively use partner access and keep your information fresh.

If partners haven’t done it yet, signing up for partner access is easy. Just go to [www.ndtourism.com](http://www.ndtourism.com) and click on the “Industry” tab at the top of the page. Then click on the “Partner Access” link at the left. Fill out the information to get registered, or simply log-in to maintain your listings.

## **PUBLIC RELATIONS**

The public relations program positions the North Dakota tourism industry favorably in local, regional and national media while developing and maintaining working relationships with media to provide timely and compelling story ideas. The foundation of the program is to build on the LEGENDARY brand and communicate it through as many targeted, earned media communications opportunities as possible.

Public relations allows us to extend the reach of the LEGENDARY message while showcasing North Dakota's fun things to do and see, and the rich heritage and culture, to both in-state and out-of-state audiences. Another objective is to build strong support among tourism industry partners and the policymakers.

Our efforts include communications to a variety of audiences such as freelance writers, in-state media, regional media, national and international media, industry partners and policymakers. We also put emphasis on directing public relations efforts to niche market publications and journalists to reach audiences that we don't reach through advertising. We have recently implemented blogging opportunities on our Web site, as well as a travel-partner news release section.

We offer a variety of media FAMs throughout the year. These familiarization tours can consist of one or several participants at a time. FAMs provide an opportunity to showcase your area to media representatives while they are in North Dakota. We also hosted our first freelance writer event at which North Dakota writers had a chance to network, learn about unique story ideas and gather information of how to get North Dakota stories placed in regional and national publications.

We are planning to continue the media events in our public relations program for 2008. The tentative locations selected are Madison or Milwaukee, Wisconsin. This will allow us to take North Dakota to the media contacts in targeted areas.

The public relations program also includes membership in the Travel Industry Association of America (TIA), Travel Media Association of Canada (TMAC), Society of American Travel Writers, Outdoor Writers Association of America (OWAA), Midwest Travel Writers Association (pending), Media Kitty and Where to Go Next.

We advertise in the membership directories published by the Travel Industry Association of America and the Society of American Travel Writers.

### Partnership Opportunities:

- Madison or Milwaukee Media Event
- Hosting FAMs for media representatives
- Submit unique story ideas with photos

## **INTERNATIONAL MARKETING**

North Dakota Tourism's International Program focuses on markets in the Nordic countries and Germany.

### Partnership Opportunities:

- Booth space partnerships for the travel and trade shows at Reiseliv and TIA's International Powwow. There will soon be partnership opportunities for additional shows.
- **Reiseliv Travel and Trade Show** – Lillestrom, Norway - January  
North Dakota has participated in Norway's largest show for nine years.
- **2008 TIA's International Powwow** – Las Vegas - April  
USA's largest International Travel Trade Show. North Dakota has taken part in the show for more than 10 years.

Partnering with North Dakota Tourism in the international market, partners must make a three (3)-year commitment to participate in the show and must allow for available space.

In addition to promoting North Dakota to the international market, North Dakota Tourism will partner and cross-sell for the Icelandair Program, Swanson Travel Catalog, Go West "High Chaparral" Event, My Planet Catalog, Cruise Reisen Catalog, MATKA catalog distribution and the Fly Away Tours and Nordmann Reiser newsletters.

North Dakota Tourism is also looking for partners in "Discover America" – the United States' Travel Guide. In 2007, there were one-million guides printed in four languages (English, German, French and Italian). The guides were distributed at travel/trade shows in countries that have a Visit USA committee. For 2008, 1,250,000 will be printed in the same languages with the additions of Spanish and Japanese. Partners are needed for 2009.

North Dakota Tourism will continue to advertise in various international publications. In 2008, North Dakota Tourism will advertise in target markets:

- America Journal in Germany
- Quarter Horse Journal in Germany
- Aftenposten in Norway
- CANUSA in Germany
- Standby Travel Trade magazine used throughout all of Scandinavia

North Dakota Tourism also hosts various International FAMs for media and tour operators throughout the year. FAM tour groups regularly visit North Dakota during the months of May and September, but individual media come to North Dakota throughout the year. Partnering with us in hosting these FAMs gives you face-to-face time with media and tour operators.

North Dakota Tourism continues its partnership with Rocky Mountain International (RMI). The organization is looking at the Australian market to further international promotion efforts.

## **GROUP TRAVEL MARKETING**

North Dakota Tourism Group Travel is actively marketing in the United States and Canada through sales missions, trade shows, FAM tours, Two Nation Tours, print advertising, a group travel guide, enticing itineraries and continued Web site development.

### **Marketing**

Group Travel will attend travel marketing shows, conferences and trade shows to network with new tour operators, work with editors and writers of travel and trade publications, and share information with RV, motorcycle, reunion and military organizations, and others.

#### Show Schedule / Partner Opportunities:

- October 9-11, 2007 – Addison Travel Shows – Winnipeg, Regina, Saskatoon, Canada
- November 2-7, 2007 – National Tour Association Conference, Kansas City, MO
- February 2-7, 2008 – American Bus Association Conference, Virginia Beach, VA
- February 11-13, 2008 – North American Journeys, Los Angeles, CA
- February 22-23, 2008 – Foreman Travel Show – Sioux Falls, SD
- April –May – Media/Group sales event
- June 9-12, 2008 – Travel Alliance Partners, LLC – Anchorage, AK
- June 18-22, 2008 – FAM
- July 14-17, 2008 – Family Motor Coach Convention – St. Paul, MN
- August – Two Nation Tours FAM
- August – Sturgis, S.D. Motorcycle Rally

A successful combined media/group travel sales mission took place June 26-27, in Regina, Saskatchewan, and more are to follow. We are collecting information on new areas that may include Wisconsin or Winnipeg, Manitoba, and are tentatively set for April and May 2008.

Familiarization tours give tour operators the firsthand knowledge and experience about North Dakota that is required in marketing tours to the public. North Dakota partners can highlight their area or properties by assisting with familiarization tours. The next group tour FAM will be hosted in June 2008. Information will be posted on the tourism Web site and invitations sent to tour operators and group travel leaders.

#### Advertising for the group tour market includes publications:

- American Bus Association Destinations Magazine – September/October 07
- American Bus Associations Destinations “Top 100 Events” – September 07
- Canadian Traveller – September 07
- Group Tour Magazine, October 07 and January 08
- National Tour Association – Courier Magazine – October 07
- National Tour Association Notebook – November 07
- National Tour Association – Courier Magazine – February 08
- American Bus Association- Destinations Magazine – July/August 08
- National Tour Association – Courier Magazine – October 08

2008 Group Travel Marketing piece is being developed to provide tour operators, travel agencies and professional group leaders an overview and direct links to tour opportunities statewide. The guide will be distributed internationally and nationally to tour operators, travel agencies, affinity groups, group leaders and at trade shows.

## **OUTDOOR MARKETING**

North Dakota Tourism is embarking on a new outdoor marketing strategy for 2008. Recent visitor studies have shown the vast interest in the North Dakota outdoors product, and a media buy has been extended to diversify and expand our presence. Media buy details are listed in the media plan.

Niche media buys in the areas of birding, mountain biking and golfing will also continue.

North Dakota Tourism will again be involved in several sport shows to promote North Dakota's LEGENDARY outdoors. Those interested in partnering at shows should contact Mark Zimmerman.

### Tentative 2008 Sport / Travel Show Schedule:

- **NEW** – Twin Cities Ice Fishing Frenzy – Minneapolis Convention Center – November 16-18
- Pheasant's Forever Pheasant Fest – St. Paul River Center – January 18-20
- Minneapolis-St. Paul RV Vacation and Camping Show – Minneapolis Convention Center – February 7-10
- **NEW** – RV & Outdoor Show – Winnipeg (Manitoba) Convention Center – February 28-March 2
- Omaha Sport Show – Omaha Qwest Center – March 6-9
- Bicycling Travel & Adventure Expo – Minneapolis Convention Center – March 8-9
- Milwaukee Journal Sentinel Sports Show – Wisconsin Exposition Center – State Fair Park – March 12-16
- Northwest Sport Show – Minneapolis Convention Center – April 2-6
- **NEW** – Great Outdoors Festival – Oshkosh, Wisconsin – August

### Partnership Costs:

- |       |  |
|-------|--|
| \$75  | Placement of your brochure in the North Dakota booth. Shipping costs are the responsibility of partner.  |
| \$250 | Staffing in the North Dakota booth by participating partner for the weekend show schedule. Distribute your material and have signage. Travel expenses responsibility of partner. |

Special presentations on outdoor recreational opportunities in North Dakota will be made at several outdoor recreational stores during the sport show circuit.

In 2008, the Bismarck-Mandan CVB will host the annual Outdoor Writers Association of America conference. North Dakota Tourism is exploring opportunities for partners to be visible during the conference, and for FAM tours so these influential writers can experience firsthand the LEGENDARY North Dakota outdoors.

Outdoor promotion is also included in the printing of 50,000 Hunting and Fishing Guides, niche marketing pieces, FAM tours, public and media relations efforts.



## **CULTURAL & HERITAGE MARKETING**

North Dakota offers travelers from around the country and around the world the opportunity to experience our state's regional differences, historical sites and ethnic cultures.

Cultural and Heritage Tourism can be segmented into specific areas of interest for visitors. As part of a new program, specialized icons will help visitors learn North Dakota's unique heritage and plan their travel thematically. Guests will be able to identify the providers of their interest area by recognizing icons noted on highway signage, window markers or by seeking them out on color-coded state maps and in rest areas.

The Cultural and Heritage Program proposed by North Dakota Tourism offers industry partners a new way to tie into the state's marketing of specific culture and heritage program areas.

The 2007 North Dakota State Legislature approved the Tourism Division's proposed plan, which included the implementation of the Cultural and Heritage Tourism Marketing Program.

Targeted program areas include:



### **Ranches, Farms & Gardens**

The Ranches, Farms & Gardens icon can help visitors find tourism partners in North Dakota's leading industry – agriculture.

### **Lewis & Clark Trail**

North Dakota's Lewis & Clark Trail has already been well-defined by the National Bicentennial Commemoration. It will continue to be an integral part of our LEGENDARY brand.



### **Arts & Entertainment**

A perfect fit for public events such as plays, concerts, athletic events, galleries, special events or annual festival sites and interpretive centers.

### **Heritage & Heroes**

This segment of the Cultural and Heritage Program is dedicated to the state's history – those who led us to today's North Dakota, including American Indians, members of the U.S. military, railroad workers and the European immigrants who became the farmers, ranchers and cowboys of Dakota Territory.



### **Wildlife & Wonders**

North Dakota is famous for wide-open spaces, abundant wildlife and extraordinary scenery. This section of the Cultural and Heritage Program will cover many areas, including the state's national park, historic site and grasslands, all state parks, lake regions, scenic drives, backways and byways, wildlife refuges, pothole regions and forests. It may also include outdoor activities such as mountain biking, hiking, golfing, hunting, fishing, winter activities, water adventures, birding, campgrounds and RV sites and visitor centers.

## **LEARNING BASED VACATIONS**

North Dakota Tourism officially launched the Learning Based Vacation Web site in June 2006. Learning based vacations cater to groups or individuals looking to combine learning new skills with fun and adventure. These programs offer visitors entertaining, educational and hands-on components to touring North Dakota.

On the Learning Based Vacation Web site, visitors are able to browse program offerings based on their interests - such as art, birding, crafts, immigrant cultures and more – as well as by city or region. The selected programs can be saved and printed by the visitor, allowing them to customize their North Dakota experience. Some current learning based vacation programs: landscape photography, making a Ukrainian Pysanka, birding along the Missouri River, fruit winemaking and more.

Learning based vacation programs are accepted on a continual basis. We need your help in getting more experiences listed on the Web site. Any interested individuals, organizations, groups or businesses are welcome to participate in the program at no charge.

## **VACATION PACKAGES**

Today's consumers want the ease of package shopping. As vacations are shorter and more frequent, the demand continues to grow for unique attractions, events, destinations, or experiences packaged into one easy call or click.

The North Dakota Tourism Division offers free listing on the state's Web site for qualifying vacation packages.

To qualify, packages must include three of the following:

- Lodging (includes camping, if gear is provided)
- Meals
- Transportation or shuttle service to the site
- A guided activity or adventure
- All packages must be offered more than once

## **TRIPS TO GO**

A new feature of the North Dakota Tourism enhanced Web site is the "Trips to Go" section. Visitors can select pre-made itinerary suggestions based on their interests. Guest's can choose from the following areas of interest:

Bodies in Motion:	physical activity/adventure
History and Legends:	cultural and heritage
Stay by Day:	visitor's scheduled time frame
Wild Winter Getaways:	winter excursions
Highways and Byways:	travel by route
Set the Kids Free:	family friendly
The Scenic Route:	scenic excursions

## **LITERATURE RACK DISTRIBUTION PROGRAM**

The North Dakota Tourism Literature Distribution Program has more than 100 industry partners participating and continues to grow. Numerous comments have been received from tourism partners, Department of Transportation staff and the traveling public about the popularity and usefulness of the program. North Dakota Tourism will continue to work in partnership with the Department of Transportation evaluating feedback, success and making enhancements.

### Partnership Opportunities:

- Put your promotional literature in selected rest area display racks.
- Program information to be mailed to interested partners by Nov. 30, 2007
- Deadline for submitted partner agreements is Jan. 2, 2008.

*\* It is important to note that vendors who place their brochures at rest areas who are NOT members of the Literature Rack Distribution Program will have their brochures removed and disposed of. It is \$100 per year, per brochure to participate – a great value!*

## **ONE FULFILLMENT**

The “One Fulfillment” program is designed to provide one-stop shopping for tourism brochures on-line through [ndtourism.com](http://ndtourism.com). Brochures from across the state are delivered in one comprehensive package, thus saving time and money. Some advantages to partner participants are:

- Reach more potential tourists through the high traffic of the state Web site.
- Skip all the hassles of stuffing envelopes and sticking labels.
- Pay only the first class postage rate for each brochure mailed and shipping for bulk brochures. No other fees!
- Receive valuable market intelligence in the monthly reports along with invoice.

To participate, contact:

One Fulfillment LLC  
P.O. Box 892397  
Oklahoma City, OK 73189-2397  
phone / fax: 1-877-818-5195

## **ADDITIONAL PARTNERSHIP PROGRAMS**

- Advertising and listings: Travel Guide, Hunting & Fishing Guide, Web site
- Photo library
- Grants

## **LEISURE MARKET ADVERTISING PLAN**

### ***2008 Marketing Strategic Direction***

The inception of North Dakota Tourism's Legendary brand and marketing strategy has been based on a consistent, research-driven approach. The overall objective is to create awareness, generate interest, motivate out-of-state marketable trips, and ultimately build a strong, compelling brand image for North Dakota that will continue to grow the tourism sector of the economy over the long-term.

The primary Legendary strategy was implemented in 2002 to compel out-of-state visitors to choose North Dakota as their next vacation destination. This strategy was further refined when research identified that a segmented approach was needed to take advantage of additional target audiences. It was identified that an increasing number of visitors were coming to North Dakota for the city experience, so a messaging and media strategy was developed to take advantage of this growing area. The border/city experience strategy has had proven success since 2005. The Niche strategy was implemented at this same time to communicate directly to niche audiences interested in some of the specific, exceptional product experiences in North Dakota. The 2008 marketing strategy will continue to build on the success of this three-prong approach.

### ***Legendary Brand Strategy***

The Legendary brand strategy focuses on the core brand message of rich culture and heritage on a scenic backdrop with fun things to see and do. The advertising messages are intended to motivate the target audience to create a legendary vacation and experience what North Dakota has to offer. This strategy is targeted toward audiences in Minnesota, Wisconsin, and eastern South Dakota, and is used in national media buys.

### ***Border/City Experience Strategy***

The border/city experience strategy focuses on the city/weekend getaway experience under the Legendary brand umbrella. The messages and visuals within the advertising highlight shopping, dining, hotels and special events offered at various cities across the state. The strategy is implemented in Manitoba and Saskatchewan Canada, western Minnesota, eastern Montana and South Dakota.

### ***Niche Strategy***

The Niche strategy focuses on the areas of golfing, birding, mountain biking and fishing. The messages about these experiences in North Dakota are specifically targeted to these audiences regionally and nationally through special interest publications and cable television.

### **Target Audience and Priority Markets**

North Dakota Tourism and Odney Advertising Agency have used research to identify the most promising markets and target audiences, particularly in the overnight touring market. These are the potential visitors whose trips can be influenced by marketing. North Dakota's target audience demographically is:

- Age 35-64+, with an average age of 41.4 years
- Female skew, since they make the majority of travel decisions
- College-educated
- Employed
- White collar/managerial/professional
- Personal vehicle is the primary means of transportation to the state
- Travel party is average of 3.14 people
  - 39% of visitors are in two-member households
  - 65% of visitors have children under 18
  - 61% of visitors travel with spouse/partner
  - 38% of visitors travel with children
- Season of trip is fairly consistent throughout the year

Research shows that North Dakota visitors want their next vacation to have an adult and family atmosphere, be popular, must-see, unique and exciting. They have traveled and experienced many other destinations, but are now looking for an authentic, original experience. They are trend-setters, adventure-seekers, and busy parents with older children wanting to escape the every day.

The priority markets will stay the same and the Legendary brand strategy will continue to be communicated to the target audience in Minnesota (Minneapolis), Wisconsin and eastern South Dakota. The Border/City Experience strategy will be implemented in Canada, western Minnesota, eastern Montana and northern South Dakota. The Niche strategy will target visitors regionally and nationally, but through targeted media outlets.

ND Tourism's priority markets in order of importance are:

Minneapolis/St. Paul, MN	Legendary brand strategy
Rapid City, SD	Legendary brand strategy
Sioux Falls, SD	Legendary brand strategy
Appleton/Green Bay, WI	Legendary brand strategy
Madison, WI	Legendary brand strategy
Milwaukee, WI	Legendary brand strategy
Regina, MB	Border/City Experience strategy
Winnipeg, MB	Border/City Experience strategy
Saskatoon, SK	Border/City Experience strategy
Bemidji, MN	Border/City Experience strategy
Fergus Falls, MN	Border/City Experience strategy
Glendive, MT	Border/City Experience strategy
Fargo/Grand Forks, ND	Border/City Experience strategy
Aberdeen, SD	Border/City Experience strategy
Pierre, SD	Border/City Experience strategy

## *2008 Creative Strategy*

The brand strategy positions North Dakota as Legendary. This one-word branding statement is memorable, powerful and evocative. It calls to mind the legends that once lived here: Sakakawea, Lewis and Clark, Theodore Roosevelt, General Custer and Sitting Bull. It communicates the state's colorful past, the rare opportunity to see unspoiled vistas as you walk in the footsteps of history, and the truly authentic experiences that are offered. It's also versatile, as it can be applied to a number of experiences ranging from outdoor recreation to shopping and urban amenities, allowing us to craft a message for each strategy and target audience within the overall "Legendary" umbrella.

The creative strategy is to showcase North Dakota as a must-see, must-experience destination rich in culture and heritage, beautiful scenery and fun things to see and do. The advertising will communicate the Legendary brand through unique experiences that only North Dakota can offer. The advertising will focus on the compelling messages and experiences for the specific strategies - Legendary, Border and Niche. Through the creative, we want the potential travelers to connect and see themselves taking part in the experiences and adventures that are unique to North Dakota. The top travel motivators will shine through the creative - adult and family atmosphere, excitement, popular, must-see, and unique.

All of the creative in 2008 will take on the "I am Legendary" theme. "I am Legendary" is a natural progression of the brand and personalizes the campaign. It allows the viewer to not only be motivated by the brand, but to really be a part of the brand. The emotional connection is made on a very personal level and feels much more like a dialogue than a traditional "you should come here because we are great" monologue. The theme draws the audience out of their day-to-day lives. The people in our target audience live within a drive from North Dakota, yet their usual daily experience is far removed from the experience they will have here. "I am Legendary" will connect personally with each person and show how they may be somehow changed through their North Dakota experience. They are empowered to become better, and to wear their experience as a badge of distinction.

New television footage and photography throughout the state is being used to develop television ads for both the Legendary strategy and the Border strategy. A new print advertising series with specific ads highlighting unique experiences throughout the state is providing the visual direction for the 2008 Travel Guide, 2008 Hunting & Fishing Guide, newspaper inserts and other collateral materials.

The campaign will begin this winter and the creative will be unveiled in January with the release of the 2008 Travel Guide.

## **2008 Media Budget**

The North Dakota Tourism budget for advertising placement is \$1,943,085 (before rebate). The portion allocated for the Legendary strategy efforts is \$1,411,293 and the portion to be used for the Border and Niche strategies is \$531,792.

## **2008 Media Strategy**

The 2008 media strategy for North Dakota Tourism includes the most cost-efficient media vehicles to reach and teach - reach targeted audiences and teach the message through repetition. A comprehensive analysis of all media outlets was used to select the mediums most suited to accomplish North Dakota Tourism's goals and most importantly motivate travelers to choose North Dakota for their next vacation destination.

Odney Advertising used a variety of resources to search and analyze all the media options. A bidding process was employed to invite the desired media to submit proposals to compete for a share of the buy. A medium's audience-base, past success, cost-efficiency, editorial tie-ins, value-added opportunities and cooperative opportunities were all factors in the final media mix.

The greatest luxury of the 2008 plan was being able to use the entire budget over the full season without any limitations. The plan was not complicated by straddling a biennium. We are confident this plan will achieve high inquiries, increased awareness, and increased number of visitors to the state.

## **Overall Media Mix**

The 2008 media plan is comprised of a mix of media. Research has shown that a mix of media is most effective for increasing awareness and actual visitation to the state. Below is a recap of the media percentage breakouts:

- Television - 45%
- Print - 25%
- Newspaper - 9%
- Radio - 6%
- Direct Mail - 2%
- Online - 9%
- Out-of-Home - 4%

## **Media Mix by Target Audiences**

- In the primary U.S. markets, the advertising will focus on the Legendary brand message. We will communicate our unique and compelling experiences through the following mix of media outlets:
  - Broadcast TV
  - Direct response TV (includes national cable and regional broadcast stations)
  - Magazine/travel directory advertising
  - Newspaper insert
  - Direct mail
  - Online marketing
  - Out-of-home advertising

- In the Canadian and near border/secondary markets, the advertising will focus on the city/event/weekend getaway experience. We will communicate these compelling experiences through the following mix of media outlets:
  - Broadcast TV
  - Magazine advertising
  - Newspaper insert
  - Radio
  - Direct mail
- In the niche markets, advertising was analyzed and selected based on the niche priority as well as the media opportunities where the cost per thousand (CPM) was comparable to advertising in the overall campaign. The media outlets to reach the niches include:
  - Golf - Print advertising
  - Birding - Print advertising
  - Mountain biking - Print advertising
  - Outdoor (hunting and fishing) - Cable television, direct mail and online
- For the in-state audience, North Dakota Tourism partners with the State Historical Society and Parks and Recreation to fund a cooperative in-state campaign. The state agency partnership will continue their North Dakota Newspaper Association program which provides print advertising in all the daily and weekly newspapers in North Dakota for six-weeks during the tourism season. Other in-state advertising includes: *Horizon Magazine*, *North Dakota Living*, and *Prairie Business*.
- The group travel program will continue print advertising in trade publications.
- The international program will continue marketing North Dakota internationally. This plan includes catalog and event support as well as print advertising.



## Media Plan Changes from 2007 to 2008

### Legendary Strategy

- Timing changes from 2007 to 2008
  - Broadcast television will air earlier in the season - May versus July.
  - Newspaper insert distributed earlier in the season - mid-June versus mid-July.
  - Print advertising will run earlier in the season - May/June versus July.
- Increase in online advertising
  - Increase in budget for the online keyword marketing campaign.
  - Addition of banner advertising with [gordonguides.com](http://gordonguides.com), [Travelocity.com](http://Travelocity.com), and [fodors.com](http://fodors.com).
  - Elimination of the newspaper Web site banner advertising in Minneapolis, St. Paul and Sioux Falls.
- Changes in print advertising
  - Addition of *Milwaukee Magazine*.
  - Elimination of *Better Homes and Gardens*, *American Cowboy*, *Family Times* and *People Magazine*.
- Addition of out-of-home skyway advertising in Minneapolis.
- Addition of Broadcast Channel One program which includes editorial, national television ads and national print advertising components.
- Slight decrease in direct response leads, so television ads will air April through August.
- Slight decrease of 200 TRP's in the Minneapolis broadcast television schedule.

### Border/City Experience Strategy

- Broadcast Canadian television will run in July, while the Legendary strategy television will run in May.
- Radio will run 3 weeks instead of 4 weeks.
- Newspaper inserts had slight market revisions - Weyburn was added and Winkler was eliminated.

### Niche Strategy

- Outdoor marketing - Re-allocated Tony Dean sponsorship to increase cable television advertising in priority markets and implement a direct mailing.

## **Media Plan Overview by Category**

### **• Broadcast Television**

For North Dakota, television is especially effective to visually show the potential audience what can be experienced in North Dakota and build the state's image as a travel destination. Television remains the best medium to effectively motivate a potential visitor to respond to a call to action because it is the only media that combines sight, sound, motion and emotion.

North Dakota Tourism will use broadcast television advertising in the U.S. and Canadian priority markets. Broadcast television allows us to reach broad audiences based on programming and a cost-per-point basis. Research has shown that visitors in the geographic target areas have the most propensity to travel and can be reached through television the most cost-efficiently.

The media plan outlines the TRP's and flight dates by markets. Flights will air four-weeks over a five-week period. The Minneapolis, Winnipeg, Regina, and Saskatoon markets will run 300 TRP's per week and all additional markets will run 250 TRP's per week.

### **Legendary Strategy - Priority U.S. Markets**

- Campaign Flight Dates
  - 4/28 - 5/11/08 (2 weeks on)
  - 5/12 - 5/18/08 (1 week off)
  - 5/19 - 6/1/08 (2 weeks on)
- Markets / Total TRP's
  - Minneapolis-St. Paul, MN - 300 TRP's/week for total of 1,200 TRPS
  - Sioux Falls, SD - 250 TRP's/week for total of 1,000 TRPS
  - Milwaukee, WI - 250 TRP's/week for total of 1,000 TRPS
  - Green Bay/Appleton, WI - 250 TRP's/week for total of 1,000 TRPS
  - Madison, WI - 250 TRP's/week for total of 1,000 TRPS
  - Rapid City, SD\* - 250 TRP's/week for total of 1,000 TRPS
  - (\* the only secondary market with Legendary message)

### **Border/City Experience Strategy - Canadian and Secondary U.S. Markets**

- Campaign Flight Dates
  - 6/02 - 6/15/08 (2 weeks on)
  - 6/16 - 6/22/08 (1 week off)
  - 6/23 - 7/6/08 (2 weeks on)
- Markets / Total TRP's
  - Winnipeg, MB - 300 TRP's/week for total of 1,200 TRPS
  - Regina, SK - 300 TRP's/week for total of 1,200 TRPS
  - Saskatoon, SK - 250 TRP's/week for total of 1,200 TRPS
  - Fargo/Grand Forks, ND - 250 TRP's/week for total of 1,000 TRPS
  - Glendive, MT - 250 TRP's/week for total of 1,000 TRPS

With the planned media buy, Odney Advertising expects this plan to achieve an approximate 85-90 percent reach and an average frequency of 10-11. Post-buy analysis will be conducted at the end of the flight to ensure the media buy delivers as planned.

- *Direct Response Television*

Direct response television will be used in 2008 to increase the reach and frequency of the television message. Marketing & Media Services, LLC's (MMSI) per-inquiry program generates leads through television exposure on spot television stations and national cable networks. Thirty- and sixty-second spots will run with the MMSI toll-free number displayed for station tracking/fulfillment.

The direct response program in 2007 generated 3,000 leads. An estimated 2,106 spots aired. North Dakota Tourism paid \$76,575 for the advertising and received an estimated value of over \$2 million dollars. The value of the spots is 26 times more than the actual amount paid.

The program will begin in April and will end when 2,747 leads have been generated. The campaign is estimated to run through August. North Dakota Tourism's direct response television ads air on U.S. national cable networks and on cable and broadcast stations selected regional spot markets.

U.S. national cable networks include:

Animal Planet, CNBC, DirecTV, Discovery HD Theater, Discovery Home, Discovery: The Science Channel, Familynet, Fine Living, Hits, Military Channel, MSNBC, NBC Weather Plus, Sci-Fi Channel, TV Guide Channel, and Weather Channel.

U.S. spot television markets include:

Cedar Rapids, IA; Sioux City, IA; Chicago, IL; Minneapolis, MN; Lincoln, NE; Omaha, NE; Sioux Falls, SD; Seattle, WA; Eau Claire, WI; Green Bay, WI; Madison, WI; and Milwaukee, WI.

- ***Print Advertising***

Print advertising will be used to build awareness and general inquiries with specific audiences. Publications were analyzed and prioritized based on their appeal to the target audience, ability to reach our geographic target area, cost-efficiency (CPM), inquiries generated in 2007, editorial special features, quality and fit with our brand message and value-added elements. Women's publications are important because women make the majority of travel decisions. Travel directory and brochure ads are important in the print mix to generate high inquiry levels.

### **Legendary Strategy - Print Advertising**

Print advertising, both brochure and full-page, will be used to promote the state and generate interest. The publications that were chosen for the Legendary strategy to reach the out-of-state touring audience (primarily female) include: *AAA Living/AAA Home and Away*, *AAA TourBook*, *Family Circle*, *Good Housekeeping*, *Ladies' Home Journal*, *Midwest Living*, *Milwaukee Magazine*, *MPLS ST PAUL Magazine*, *Reader's Digest*, and *Redbook Magazine*.

Branding makes visitors want to come to North Dakota. Inquiry-generating ads give visitors a motivational opportunity to act on that desire by requesting travel planning information. Travel service brochure ads and directory ads in newspaper inserts give potential visitors a convenient way to take action and generate high levels of inquiries.

*USA Weekend Travel Service*, *Valassis - America's Best Vacations* and *Midwestern Small Markets Program America's Heartland*; and *Midwest Vacation Guide Newspaper Insert* are travel service brochure advertising opportunities used to generate inquiries.

### **Border/City Experience Strategy - Print Advertising**

The publications chosen for the Border/City Experience strategy to reach the Canadian and secondary market audiences include: Canadian Automobile Association publications *CAA Going Places Manitoba* and *Westworld Saskatchewan*; lifestyle magazines *Style Manitoba*, *Prairies North*, and *Western Living Magazine*.

### **Niche - Print Advertising**

Print advertising is a medium that successfully targets specific audiences. It will be used to reach the audiences in our priority niche markets including: *Golf Digest*, *Minnesota Golfer*, *Midwest Golfing Magazine*, *Birder's World*, *Birding* and *Mountain Bike*.

- **Newspaper Inserts**

According to research, the newspaper insert strategy has been successful in delivering high awareness levels. The eight-page insert is an effective way to get travel planning information into the hands of the potential traveler closer to the time of actual booking. The newspaper inserts focus on special events with a strong call to action to the Web site for more information about attractions and accommodations. Industry partner ads enhance the piece.

North Dakota uses two different newspaper inserts. One will focus on the Legendary brand message and will be distributed in newspapers to over 1.7 million households in the primary U.S. markets. The other will focus on the Border/City Experience message and will be distributed in newspapers to over 651,941 households in the Canadian and secondary U.S. markets.

All newspaper inserts will be distributed on Friday/Saturday/Sunday, June 20 - 22<sup>nd</sup>, 2008, to a total circulation of 2,334,829.

**Primary U.S. Markets**

Minneapolis, MN - Star Tribune (Sun. circ. 596,333)  
St. Paul, MN - Pioneer Press (Sun. circ. 262,000)  
Sioux Falls, SD - Argus Leader (Sun. circ. 80,000)  
Milwaukee, WI - Milwaukee Journal Sentinel (Sun. circ. 412,687)  
Madison, WI - Madison Capital News (Sun. circ. 53,000)  
(10) Wisconsin Area Newspapers\* (Sun. circ. 278,868)  
\* includes Appleton Post-Crescent, Fond du Lac Reporter, Green Bay Press - Gazette, Manitowoc Herald Times Reporter, Oshkosh Northwestern, Sheboygan Press, Wausau Herald Times Reporter, Marshfield News Herald\*\*, Stevens Point Journal\*\*, Wisconsin Rapids Daily Tribune\*\*  
\*\* these three publications have a combined Sunday product referred to as Central Sunday

**Canadian Markets**

Winnipeg, MB - Winnipeg Free Press (Sun. circ. 238,200)  
Regina, SK - Leader Post (Sat. circ. 87,223)  
Saskatoon, SK - Star Phoenix (Sat. circ. 63,800)  
Portage La Prairie, MB - Daily Graphic (Sat. circ. 11,203)  
Brandon, MB - Brandon Sun (Sat. circ. 34,107; Sun TMC 9,400)  
Estevan, SK - Southeast Trader Express (Fri. circ. 9,239)  
Weyburn, SK - Weyburn Review (Sat. circ. 7,720)  
Steinbach, MB - The Carillion (Thur. circ. 10,300)

**Secondary U.S. Markets**

Fargo, ND - Fargo Forum (Sun. circ. 64,100)  
Grand Forks, ND - Grand Forks Herald (Sun. circ. 31,243)  
Pierre, SD - Capital Journal (Fri. circ. 4,500)  
Aberdeen, SD - American News (Sun. circ. 18,200)  
Fergus Falls, MN - The Daily Journal (Sat. circ. 8,200)  
Bemidji, MN - Bemidji Pioneer (Sat. circ. 11,800)  
Glendive, MT - Ranger Review (Sun. circ. 3,206)  
Rapid City, SD - Rapid City Journal (Sun. circ. 39,500)\*  
\* *The only secondary U.S. market with the Legendary brand message.*

- ***Radio Advertising***

The radio advertising will be used to support the newspaper insert by driving listeners to look for the newspaper inserts in the Canadian and secondary markets. The radio will run 300 TRP's per week (in rated markets) for three weeks, June 2 - June 29. It has some overlap with the television in Canada and runs prior to and immediately after the newspaper insert on June 20-22. The radio schedule will run in the following markets:

**Canadian Markets:** Winnipeg, MB; Regina, SK; Saskatoon, SK; and Brandon, MB.

**Secondary U.S. Markets:** Glendive, MT; Aberdeen, SD; Pierre, SD; Bemidji, MN; and Fergus Falls, MN.

- ***Direct Mail***

North Dakota Tourism's direct mail effort in 2007 generated significant inquiries. The database will be accessed to send approximately 50,000 direct mail postcards to leads generated in 2007 to let them know that the new 2008 Travel Guide is available. The postcard will have a perforated, reply card. The direct mailing will be sent out in March to generate inquiries early in the season for the ultimate goal of getting a planning tool in the hands of potential visitors who have previously expressed an interest in traveling to North Dakota.

- *Online Advertising*

The Internet is an integral part of travel planning in the country. The online advertising efforts will complement the traditional media effort to increase reach and frequency. While potential visitors are on popular internet sites making travel plans, the goal is to drive these potential visitors to North Dakota's Web site. To reach online users, several strategies will be used through the campaign timeframe of April through August.

North Dakota Tourism will continue the keyword marketing strategy, which targets people who are searching for words and phrases that relate to travel, North Dakota, niches, etc. The keyword marketing strategy has been successful in driving traffic to [www.ndtourism.com](http://www.ndtourism.com).

North Dakota Tourism is taking advantage of value-added online opportunities with magazines and publications where ads are being placed. ND Tourism is purchasing an integrated media services program with AAA that in addition to print advertising includes a customized micro Web site, a contest, Web banners, audio/video streaming, email blasts, etc.

A direct response internet lead program through MMSI will generate 8,550 leads by placing North Dakota banner ads on various sites with remnant space availability. The internet-per-inquiry campaigns work like the direct response television campaigns. MMSI negotiates a price on a "per lead" basis with their internet partners. Ads and a landing page are created to have a similar feel to North Dakota Tourism's Web site. MMSI offers a campaign to several vendors at a time to obtain the best pricing possible including Valueclick, Q Interactive, Permission Data and several others. The internet ads are placed on their network of sites. The exact sites are not defined, but they are non-incentive, highly visited sites.

TripAdvisor, a top ranked travel content Web site, is a pay-for-performance travel research site dedicated to driving consumers to content-relevant links within their destination-based travel information. Because their focus is entirely on travel planning, the audience is one of the largest predisposed groups of travel planners online. The schedule includes a combination of leader boards and large rectangle ads geo-targeted to only those living in North Dakota, South Dakota, Wisconsin, Saskatchewan, Manitoba, and the Minneapolis DMA. The campaign will yield 1,086,250 impressions.

Gordonsguide.com, awarded FORBES "Best of the Web" for active travel publishing, leads the way in promoting active travel. North Dakota Tourism will have a display ad with 50% up-time linking to the landing page of choice at over one million impressions.

Fodors.com is the leading full-service online travel information provider offering users travel content, real-time guidance and interactive forums. The North Dakota Tourism campaign will consist of a combination of leader boards, skyscrapers and island units that are geo-targeted to potential travelers in Minnesota and Wisconsin. Total impressions are estimated at 1,060,000.

Travelocity.com is a leading provider of online travel for eleven years with over 15 million unique users per month and over \$10.1 billion in global gross travel bookings in 2006. ND Tourism will run display ads that are geo-targeted to MN, WI, SD, MT, Winnipeg, Saskatoon & Regina. Total impressions are 789,474.

The banner ads on [www.FishingBuddy.com](http://www.FishingBuddy.com) and [www.fishandgame.com](http://www.fishandgame.com) will continue through 2008. These sites continue to be cost-efficient and allow for public relations opportunities. We will also continue the free link on [www.GuidebookAmerica.com](http://www.GuidebookAmerica.com).

- ***Outdoor Marketing***

North Dakota Tourism will be using a more aggressive approach in advertising the legendary fishing opportunities in North Dakota. Cable television will air for 17-weeks from January through April in key markets in Minnesota and Wisconsin on hunting and fishing programming.

Cable Networks

Minneapolis - Fox Sports, Versus  
Milwaukee - Fox Sports, ESPN2, Outdoor Life Channel  
Green Bay - Fox Sports, Versus  
Madison - ESPN2, Versus

A direct mail postcard will be developed and sent to a list of out-of-state visitors who electronically purchased hunting and fishing licenses in the past so they are aware that the new 2008 Hunting and Fishing Guides are available.

- ***Out-of-Home Advertising***

Out-of-home advertising will be used to reach North Dakota's primary market, Minneapolis, MN, with consistency and frequency. This element of the campaign will complement the television, print advertising and newspaper inserts in this market. CityLites USA advertising panels are strategically located in the heavily used skyway systems in downtown Minneapolis/St. Paul providing multiple impressions daily to a concentration of executives, managers, business owners, downtown workers, shoppers, restaurant goers, etc. In Minneapolis, 80 city blocks are connected by skyway and 40 city blocks are connected in St. Paul. The campaign will have 10 full-size panels (6' x 3') showing from April to July in Minneapolis and 5 full-size panels in St. Paul during the same timeframe.

Minneapolis: 260,000 visitors daily / 1.3 million per week / 5.2 million per month, Mon - Fri  
St. Paul: 100,000 visitors daily, 500,00 per week / 2.0 million per month, Mon - Fri

- ***In-state Campaign***

North Dakota Tourism understands the importance of the in-state audience. To promote in-state residents to travel in their backyard and experience what North Dakota has to offer, North Dakota Tourism has partnered with the North Dakota State Historical Society and North Dakota Parks and Recreation to fund an in-state campaign. In 2008, these agencies will partner on a print campaign and will advertise in all daily and weekly newspapers through a sponsorship with the North Dakota Newspaper Association in June and July. Additional partnerships will allow North Dakota Tourism to appear in *North Dakota Living* in May and July and in each of the *Horizon Magazine* issues.



## **2008 Legendary Strategy Media Plan (Primary U.S. Markets)**

### **BROADCAST TELEVISION**

#### Campaign Flight Dates

- 4/28 - 5/11/08 (2 weeks on); 5/12 - 5/18/08 (1 week off); 5/19 - 6/01/08 (2 weeks on)

#### Markets

- |  |                     |
|--|---------------------|
| • Minneapolis, MN - 300 TRP's per week/1,200 total TRP's | \$ 252,000.00 gross |
| • Sioux Falls, SD - 250 TRP's per week/1,000 total TRP's | \$ 35,000.00 gross  |
| • Milwaukee, WI - 250 TRP's per week/1,000 total TRP's   | \$ 120,000.00 gross |
| • Green Bay, WI - 250 TRP's per week/1,000 total TRP's   | \$ 65,000.00 gross  |
| • Madison, WI - 250 TRP's per week/1,000 total TRP's     | \$ 58,000.00 gross  |

#### ***Total Television***

***\$ 530,000.00 gross***

### **DIRECT RESPONSE**

#### Campaign Flight Dates (anticipated)

- April - August 2008

#### Marketing & Media Services, LLC (MMSI)

- |   |                    |
|---|--------------------|
| • National cable and selected broadcast television markets<br>(approx. 2,747 leads) | \$ 87,061.00 gross |
| • Internet remnant banner advertising<br>(approx. 8,550 leads)                      | \$ 23,530.00 gross |
| • Production Charges<br>(Set up charges)  | \$ 2,294.17 gross  |

#### ***Total Direct Response***

***\$ 112,885.17 gross***

### **NEWSPAPER INSERTS**

#### Campaign Flight Dates

- Fri/Sat/Sun; June 20<sup>th</sup> - June 22<sup>nd</sup> 2008
- (8) Page insert - total circulation 1,682,888

#### Markets:

- |   |                    |
|---|--------------------|
| • Minneapolis, MN - Star Tribune (Sun. circ. 596,333)             | \$ 54,784.32 gross |
| • St. Paul, MN - Pioneer Press (Sun. circ. 262,000)               | \$ 15,885.06 gross |
| • Sioux Falls, SD - Argus Leader (Sun. circ. 80,000)              | \$ 5,647.20 gross  |
| • Milwaukee, WI - Milwaukee Journal Sentinel (Sun. circ. 412,687) | \$ 32,384.57 gross |
| • Madison, WI - Madison Capital News (Sun. circ. 53,000)          | \$ 4,982.00 gross  |
| • (10) Wisconsin Area Newspapers* (Sun. circ. 278,868)            | \$ 17,277.86 gross |

\* includes Appleton Post-Crescent, Fond du Lac Reporter, Green Bay Press - Gazette, Manitowoc Herald Times Reporter, Oshkosh Northwestern, Sheboygan Press, Wausau Herald Times Reporter, Marshfield News Herald\*\*, Stevens Point Journal\*\*, Wisconsin Rapids Daily Tribune\*\*

\*\* these three publications have a combined Sunday product referred to as Central Sunday

#### ***Total Newspaper Insert Placement***

***\$ 130,961.01 gross\****

*\* Does not include printing costs*

## **NEWSPAPER ADVERTISING**

ND Newspaper Association

Campaign Dates: June & July 2008

All North Dakota daily and weekly newspapers \$ 38,000.00 gross

## **ONLINE ADVERTISING**

Keyword Marketing (April 1 - August 31, 2008) \$ 41,000.00

Fodors.com (April 1 - August 31, 2008) \$ 23,600.60 gross

- Combination of Leader Boards, Skyscrapers and Island Units
- Geo-targeted to Minnesota and Wisconsin
- Total impressions: 1,060,000

Gordonsguide.com (April 1 - August 31, 2008) \$ 23,530.00 gross

- 169x320 pixel display ad with 50% up-time linking to landing page of choice
- Custom Visitor Guide page and all generated leads (no cap)
- 2,000 names and physical address of verified Gordon's Guide Travelers
- Approximately 1 million - 1.5 million impressions

GuidebookAmerica.com \$ 0.00

Travelocity.com (April 1 - August 31, 2008) \$ 17,647.50 gross

- Combination of 160x600 and 468x60 pixel display ads
- Geo-targeted to MN, WI, SD, MT, Winnipeg, Saskatoon & Regina
- Total impressions: 789,474

Tripadvisor.com (April 1 - August 31, 2008) \$ 18,824.00 gross

- Combination of Leader Boards and Large Rectangles
- Geo-targeted to ND, SD, WI, Minneapolis, Saskatchewan and Manitoba
- Total impressions: 1,086,250

**Total for Online Advertising \$ 124,602.10\* gross**

\*Not included in total online listed above:

*MMSI Direct Response (included above \$24,412.37)*

*AAA IMS program (included below \$24,251.20)*

## **DIRECT MAIL**

**Travel Guide Postcard - March 2008 \$ 19,925.00**

## **TELEVISION & PRINT OPPORTUNITY**

### **BROADCAST CHANNEL ONE**

**\$ 33,059.65 gross**

- Home At Last Package to include:
  - Production of (5) minute segment to run during program
  - Production of (1) :30 television spot
  - (3) Full page, four-color national print ads
    - List of possible publications provided by ND Tourism
    - Suggested Titles to include:
      - Oprah
      - Budget Travel
      - Better Homes & Gardens
      - Reader's Digest
      - Real Simple
  - (3) National television (5) minute segment
    - (1) segment to air Saturday AM on CNBC
    - Each airing to achieve at least 100 million households
  - (25) :30 spots to air within all 210 DMA's
    - no less than 100 million households

## **MAGAZINE ADVERTISING**

### **AAA LIVING / HOME & AWAY**

Rep: Jenny Kollander  
Tel: 952-933-2549  
Fax: 952-933-2192  
E-mail: jenny.kollander@rickertmedia.com

*AAA Living* and *Home & Away* are the official member publications for 16 AAA (American Automobile Association) clubs. Regular departments feature travel hints, vacation gems and weekend getaways. March/April 2008 issue includes North Dakota Golf in North Dakota edition.

Publishes: Bi-Monthly  
Circulation: 981,766 (customized region)  
AAA Living - MN, ND, IA, WI  
Home & Away - Minneapolis and SD

#### **Integrated Media Services Proposal**

- (1) Half-page, four-color print ad in March/April issue, Web, e-mail and data **\$ 47,234.12\* gross**  
\*total includes \$24,251.20 for online

- Print:
  - Half-page, four-color print ad in March/April issue of AAA Living (MN, ND, IA, WI), Home & Away (Minneapolis and SD)
  - CPM \$48.11 (circulation 981,766)
- Web:
  - Customized micro Web site on [www.aaamagazines.com](http://www.aaamagazines.com) - will include North Dakota vacation contest - with redirection to [www.ndtourism.com](http://www.ndtourism.com) (or another desired URL) after contest entry is completed
  - Web banners on [HomeandAwayMagazine.com](http://HomeandAwayMagazine.com) and [AAALiving.com](http://AAALiving.com) for two months cross-promoting the contest
  - Enhanced editorial-basic (new for 2008) on two Web sites for one month and searchable on archives for six months
  - Audio/video commercial streaming for two months
- E-mail:
  - AAA eUpdate News Banner (120,000 minimum subscribers) promoting contest
  - Stand alone e-mail (100,000 AAA opt-in subscribers in target markets)
- Data:
  - Contest entry collection, storage and delivery (upon completion of campaign)
  - Reader Service to entire magazines' circulation in excess of four million households
  - Online travel guide/brochure delivery with capture of postal delivery option

#### **Value-Added:**

- Every paid ad will receive one year of self-managed, unlimited access to list upcoming events on AAA's Online Events Center. Events will automatically roll off when event has passed.
- Includes brochure distribution at AAA Midwest Travel Offices and free online brochure distribution (PDF) through AAA's Travel Sift (new!), on the Online Events Center portion of the site.
- Free reader service to entire *AAA Living* circulation (approx. 2.4 million households) and *Home & Away* circulation (approx. 1.48 million households) - Labels, Disks or 24 Hr. Online Access to inquires.

**Space Deadline: 12/20/07**  
**Creative Deadline: 12/28/07**

## AAA TOURBOOK 2008

Rep: Carol Johnson  
Tel: 605-882-3019  
Fax: 407-444-8280  
E-mail: cjohnson@national.aaa.com

For AAA members, the AAA TourBooks have long been the primary travel information resource. AAA TourBooks are annually published travel directories providing AAA/CAA travelers with information on where to go and what to do while traveling. The TourBooks also include lodging and restaurant listings approved and rated by AAA.

Publishes: Annually (February 2008)  
Circulation: 721,000 (estimated by AAA)

### **(1) Full page, four-color ad**

**\$ 16,660.00 gross**

- CPM \$23.11 (circulation 721,000)

### **Value-Added:**

- Ad will also appear on the AAA Web site for a full year
- Free photo gallery on the AAA Web site

## GOOD HOUSEKEEPING MAGAZINE

Rep: Bill Milligan  
Tel: 312-575-1100  
Fax: 312-575-1107  
E-mail: bmilligan@wkao.com

With the Good Housekeeping Institute and the Good Housekeeping Seal, the *Good Housekeeping* Magazine is the foremost symbol of consumer protection and quality assurance in America. Each issue delivers a unique mix of inspiration and personal stories, trusted information and closely researched investigations and reports. May issue includes the Midwest Travel Section.

Publishes: Monthly  
Circulation: 850,000 (customized region)

**(1) Full page, four-color ad in May issue** **\$ 24,741.80 gross**

- CPM \$31.72 (circulation 780,000)
- Central Region includes: IA, ND, SD, NE, KS, AR, LA, OK, TX, MO, MN

### Value-Added:

- National listing on BRC (all leads are generated weekly and delivered weekly)
- Up to 15 words highlighting North Dakota, including web address and toll-free phone number
- Listing on GHTravel.com with a link to the North Dakota Tourism Web site

**Space Deadline: 01/28/08**  
**Creative Deadline: 02/04/08**

## MEREDITH CORPORATION

### LADIES' HOME JOURNAL

Rep: Bob Purdy  
Robert Purdy & Associates, Inc.  
Tel: 312-726-7800  
Fax: 312-726-7801  
E-mail: bob@robertpurdy.com

*Ladies' Home Journal* is a magazine for the modern American family woman, who celebrates and cherishes her family relationships, but also seeks ways to enrich, indulge and improve herself personally.

Publishes: Monthly  
Circulation: 269,000 (Customized region)  
714,000 (Central region)  
Full page ad - Customized Region includes: MN, MT, WI, ND, SD  
Travel directory - Central region includes: AR, IA, KS, LA, MN, MO, NE, ND, OK, SD, TX

(1) Full page, four-color ad in May issue \$ 13,600.00 gross  
CPM \$50.56 (circulation 269,000)

(1) Travel Directory 4", four-color ad in April issue \$ 5,460.00 gross  
CPM \$7.65 (circulation 714,000)

Space Deadline: 02/08/08  
Creative Deadline: 02/08/08

### FAMILY CIRCLE

*Family Circle* takes the lead in service magazines to reach today's woman and her family. The magazine addresses all issues families face from raising kids to dealing with time-pressures and stress-release. And as the traditional family unit evolves, and the definition of family changes, *Family Circle* is there to provide support, answers and direction in the true "service" manner.

Publishes: Monthly  
Circulation: 236,000 (Customized region)  
677,040 (Central region)  
Full page ad - Customized Region includes: MN, MT, WI, ND, SD  
Travel directory - Central region includes: AR, IA, KS, LA, MN, MO, NE, ND, OK, SD, TX

(1) Full page, four-color ad in May issue \$ 13,300.00 gross  
CPM \$56.36 (circulation 236,000)

(1) Travel Directory 4", four-color ad in April issue \$ 6,100.00 gross  
CPM \$9.01 (circulation 677,040)

Space Deadline: 02/15/08  
Creative Deadline: 02/15/08

**Meredith Value-Added:**

- North Dakota Tourism will receive a reader service listing in the national travel planning guides of all publications carrying North Dakota ads in 2008. In addition to the in-book listings, the magazines offer their Travel Planning Guide online. Visitors to TravelMeredith.com can order advertiser's travel information directly from the Web sites. For immediate travel information, they can hotlink to the North Dakota Web site directly.
  - National Circulations:
    - Ladies' Home Journal 3,800,000
    - Family Circle 3,800,000
  - Canadian Circulations:
    - Ladies' Home Journal 31,561
    - Family Circle 68,108
- Leads collected from the in-book BRC cards, the individual magazine's 800#s, and Web site requests will be forwarded via e-mail, typically every one to two weeks.
- North Dakota Tourism will receive special placement on the travel home page of each publication carrying their ad at TravelMeredith.com. The travel home page offers editorial, photos, hotlinks to advertiser's sites and a response section for readers to order travel information.
- North Dakota Tourism will receive a Featured Travel Listing under the header "Featured Destinations." This content is highly visible on the page. North Dakota Tourism will receive a photo, bold title and descriptive copy with a link. The link takes readers to a dedicated "North Dakota" page that North Dakota Tourism helps create with over 600 words of copy, three additional photos and a hotlink to their Web site.
- With a minimum \$30,000 advertising commitment in one or more Meredith magazine, North Dakota Tourism will have access to the Meredith database. It is the largest domestic database among American magazine companies.
  - Database contains more than 85 million names and contains information on nearly seven out of ten home-owning American households.
  - Database has a targeted list of three million mail responsive people with an interest in travel.
  - Geographic selects available: zip, county, state, sectional centers (first three zip code digits) and DMA.
  - Demographic, lifestyle and interest selects are also available.
  - Up to 20,000 names of active customers who have an interest in travel will be available to North Dakota Tourism.



## MIDWEST LIVING MAGAZINE

Rep: Jodie Schafer  
Tel: 952-322-3124  
Fax: 952-322-3123  
E-mail: jodie.schafer@meredith.com

This bi-monthly publication provides its readers with the richest reflection of what matters most to them - home, family, travel and food, and it's all presented with spirit and style.

Publishes: Bi-Monthly  
Circulation: 950,000 (includes ND, SD, NE, KS, MN, IA, MO, WI, IL, MI, IN, OH)

**Promotional package** **\$ 166,218.00 gross**  
CPM \$174.97 (circulation 950,000)  
(Rate card value of package is \$591,160.00)

- January/February 2008
  - Reader Service - online/in book
- March/April 2008
  - Reader Service - online/in book
  - Full page, four-color print ad
  - 4" four-color travel directory print ad
  - Banner for Co-op
  - Online header - midwestlivingtravel.com
- May/June 2008
  - Reader Service - online/in book
  - Full page, four-color print ad
  - 4" four-color travel directory print ad
  - Banner for Co-op
  - Online header - midwestlivingtravel.com
- July/August 2008
  - Reader Service - online/in book
  - Full page, four-color print ad
  - Online header - midwestlivingtravel.com
- September/October 2008
  - Reader Service - online/in book
  - Full page, four-color ad
  - Online header - midwestlivingtravel.com
- November/December 2008
  - Reader Service - online/in book
- March 2008 - Best of the Midwest
  - Reader Service
  - Full page, four-color ad

### Value-Added:

- Approximate 72% discount on advertising package
- Reader Service - at midwestlivingtravel.com
  - Listing in all six issues of Midwest Living (Value \$1,800 each or \$10,800 total)
  - Listing all year online at midwestlivingtravel.com (Value \$9,000)
  - Listing in Best of the Midwest (Value \$1,800)
  - Header on North Dakota state page at midwestlivingtravel.com during the months of March - October (Value \$10,000)

## MILWAUKEE MAGAZINE

Rep: Shannon Dailey  
Tel: 414-287-4317  
Fax: 414-287-4373  
E-mail: Shannon.dailey@milwaukeeemagazine.com

Since 1983, *Milwaukee Magazine* has brought a new perspective to Milwaukee journalism. Its spirited coverage of issues, personalities and events has made it one of the most honored city magazines in the United States, with more than 160 national and local awards to its credit. The April issue includes a travel feature.

Publishes: Monthly  
Circulation: 36,955

**(1) Full page, four-color ad in April issue** **\$ 3,435.00 gross**  
• CPM \$92.95 (circulation 36,955)

**Value-Added:**

- Premium positioning, right hand read far forward @ n/c

**Space Deadline: 02/01/08**  
**Creative Deadline: 02/12/08**

## MPLS ST PAUL MAGAZINE

Rep: Kim Birkland  
Tel: 612-336-9218  
E-mail: KBirkland@mspcommunications.com

*MPLS ST PAUL Magazine* is the local vibrant lifestyle publication in town - their pulse is on the beat of the city! They are the ultimate recommender on what to see and do - reaching that upscale audience with the affinity to travel and spend dollars.

Publishes: Monthly  
Circulation: 78,174

**(1) Full page, four-color ad in June issue** **\$ 8,306.10 gross**  
• CPM \$118.84 (circulation 78,174)

**Value-Added:**

- For June issue we were given color ads for cost of black & white

**Space Deadline: 04/22/08**  
**Creative Deadline: 04/24/08**

## **TRAVEL PLANNER OPPORTUNITIES**

### **USA WEEKEND**

Rep: Natasha I. Dalanah  
Tel: 212-715-2109  
Fax: 212-935-5576  
E-mail: ndalanah@usaweekend.com

USA Weekend is a Sunday newspaper magazine with topics focusing on important and timely issues facing Americans, as well as covering the world of newsmakers and celebrities. The travel section will help put your destination in the minds of their readers.

Publishes: Travel Service Sections: March 16, 2008 & August 24, 2008  
Circulation: 1,800,000  
Midwest Region: IA, KS, MN, MO, NE, ND, SD

- **(1) x Travel Brochure: Midwest Region - March** **\$ 2,133.00 gross**
  - CPM \$1.19 (circulation 1,800,000)
- **(1) x Travel Brochure: Midwest Region - August** **\$ 2,133.00 gross**
  - CPM \$1.19 (circulation 1,800,000)

#### **Value-Added:**

- Free fulfillment for two months
- Free hotlink for two months

**March 2008 Space Deadline: 01/04/08**  
**March 2008 Creative Deadline: 01/04/08**

**August 2008 Space Deadline: 06/27/08**  
**August 2008 Creative Deadline: 06/27/08**

## ***VALASSIS - AMERICA'S BEST VACATIONS (Midwest Region)***

Rep: Jim Hampton  
Collinson & Company, Inc.  
Tel: 770-582-9700  
Fax: 770-582-9898  
E-mail: Jim@CollinsonPublishing.com

*Valassis* is the nation's largest publisher of newspaper Free Standing Inserts (FSIs). *Valassis* total weekly FSI circulation exceeds 58 million weekly. They are offering two valuable programs for travel entities: America's Best Vacations and the Midwest Small Markets program.

### **America's Best Vacations (formerly Vacation Values)**

*America's Best Vacations* is a four-color insert that will generate travel business from the Midwest. It also includes a travel planner section that will appear in the *Valassis* FSI, in 60 newspapers across the Midwestern US. Advertisers are limited to the "travel category".

Publishes: Spring (April) and Fall (TBD)  
Circulation: 4,357,600 (Midwest Region: IA, IL, IN, KS, MI, MN, MO, NE, OH, WI)

- |   |                          |
|---|--------------------------|
| <b>(1) ¼ page ad and travel planner ad: Midwest region in April issue</b> | <b>\$ 7,900.00 gross</b> |
| o CPM \$1.82 (circulation 4,357,600)                                      |                          |
| <b>(1) ¼ page ad and travel planner ad: Midwest region in Fall issue</b>  | <b>\$ 7,900.00 gross</b> |
| o CPM \$1.82 (circulation 4,357,600)                                      |                          |
| o (4) Brochure discount of 15% used                                       |                          |
| • (2) America's Best Vacation's; (1) America's Heartland; (1) Redbook     |                          |

#### **Value-Added:**

- Reader response: North Dakota Tourism will receive a listing on the BRC located on the page. Inquiries will be sent via e-mail at no charge.
- North Dakota Tourism will receive the following on the travel Web site, VacationPlanning.net, at no cost:
  - o 500 words of copy
  - o Four-color photo
  - o Hyperlink to advertiser site
- The print ad will appear on FreeTravelBrochures.net so readers can go online and request brochures.

**Spring 2008 Space Deadline: 02/02/08**  
**Spring 2008 Creative Deadline: 02/02/08**  
**Fall 2008 - TBD**

### **Midwestern Small Markets Program - "America's Heartland"**

Valassis' America's Heartland program will target more households in C&D county markets than any other travel planner program in the Midwest.

Publishes: Spring (April 9, 2008)

Circulation: 3,699,000 (including 24 states: AL, AR, FL, GA, IN, IL, IA, KS, KY, LA, MI, MN, MO, MS, NC, NE, ND, OH, OK, SC, TN, VA, WV, WI).

#### **(1) Brochure ad in spring issue**

**\$ 6,795.75 gross**

- CPM \$1.84 (circulation 3,699,000)
  - (4) Brochure discount of 15% used
    - (2) America's Best Vacation's; (1) America's Heartland; (1) Redbook

#### **Value-Added:**

- North Dakota Tourism will receive the following on the travel Web site, VacationPlanning.net at no costs:
  - 500 words of copy
  - Four-color photo
  - Hyperlink to advertiser site
- The print ad will appear on FreeTravelBrochures.net so readers can go online and request brochures.

**Space Deadline: 02/09/08**

**Creative Deadline: 02/09/08**

## MIDWEST VACATION GUIDE NEWSPAPER INSERT

Rep: Mike DeVolder  
 Travel Marketing Group  
 Tel: 515-251-2687  
 Fax: 515-251-7424  
 E-mail: mdevolder@qwest.net or heatherjsmith@qwest.net

This vacation guide tabloid is inserted into the largest newspapers across the Midwest.

Publishes: Spring: Sunday, March 23, 2008  
 Fall/Winter: TBD  
 Spring Circulation: 4,028,261  
 Fall/Winter Circulation: 2.32 million

- (1) Brochure ad, four-color, with editorial (Spring 2008) \$ 6,350.00 gross
- CPM \$1.58 (circulation 4,028,261)  
 (rate card \$6,895.00)
- (1) Brochure ad, four-color, with editorial (Fall/Winter 2008) \$ 3,495.00 gross
- CPM \$1.51 (circulation 2.32 million)  
 (rate card \$3,995.00)

### Markets

Arkansas	Little Rock Democrat-Gazette	280,000 circulation
Illinois	Chicago Sun-Times	331,300 circulation
	Pioneer Press	195,649 circulation
	Post Tribune, Extreme N. Indiana	72,903 circulation
	Daily Southtown, Chicago Heights	46,790 circulation
	Joliet Herald News	44,384 circulation
	Beacon News, Aurora	29,061 circulation
	News Sun, Waukegan/Lake Forest	23,675 circulation
	Naperville Sun	18,328 circulation
	Courier News, St. Charles/Elgin	16,362 circulation
	The Doings, Oak Brook/Elmhurst	18,801 circulation
	Herald & Review	48,948 circulation
Indiana	Indianapolis Star	200,000 circulation
	South Bend Tribune	94,000 circulation
	Elkhart, The Truth	30,000 circulation
	Lafayette Journal & Courier	45,000 circulation
Iowa	Des Moines Register	247,000 circulation
Kentucky	Louisville Courier	284,000 circulation
Minnesota	Minnesota Sun Publications	400,000 circulation
	Rochester Post Bulletin	48,000 circulation
Michigan	Observer & Eccentric	157,117 circulation
	Livingston Daily	56,947 circulation
	Port Huron Times	40,782 circulation
	Lansing Sate Journal	87,765 circulation
	The Enquirer	31,267 circulation
Missouri	Kansas City Star	300,000 circulation
North Dakota	Fargo Forum	64,000 circulation
Nebraska	Omaha World Herald	150,000 circulation
Ohio	Dayton Daily News	110,000 circulation
Wisconsin	Madison Capital Journal	277,314 circulation
	Green Bay Press Gazette	80,870 circulation
	Sheboygan Press	24,160 circulation
	Manitowoc Herald Times	15,570 circulation

Appleton Post Crescent	67,354 circulation
Oshkosh Northwestern	25,191 circulation
Fond du Lac Reporter	18,271 circulation
Wausau Daily Herald	47,452 circulation

**Value-Added:**

- Free Web listings (hyperlink), photo and text to all that advertise, on [www.TravelFun.com](http://www.TravelFun.com)

**Spring Publishes:** Sunday, March 23, 2008  
**Spring Space Deadline:** 01/23/08  
**Spring Creative Deadline:** 01/28/08

**Fall/Winter Publishes:** TBD  
**Fall/Winter Space Deadline:** 07/09/08  
**Fall/Winter Creative Deadline:** 07/16/08



## READER'S DIGEST

Rep: Bill Milligan  
Tel: 312-575-1100  
Fax: 312-575-1107  
E-mail: bmilligan@wkao.com

*Reader's Digest* is the pulse of American thought, igniting a dialogue and an exchange of current ideas, issues, stories, humor and humanity.

Publishes: Weekly  
Circulation: 2,300,000

*America's Heartland (formerly Midwest Vacation Directory)*

(1) 1/6 page ad, four-color, with editorial in April issue \$ 6,522.50 gross  
• CPM \$2.84 (circulation 2,300,000)

**Value-Added:**

- Listing on custom business reply card
- Listing and hyperlink on Online Travel Information Center at [www.Travelinfo.rd.com](http://www.Travelinfo.rd.com)

**Space Deadline:** 01/11/08

**Creative Deadline:** 01/11/08

## REDBOOK MAGAZINE

Rep: Jim Hampton  
Collison & Company, Inc.  
Tel: 770-582-9700  
Fax: 770-582-9898  
E-mail: Jim@CollinsonPublishing.com

Redbook Magazine is the magazine for today's thirty-something young married and young moms - "Mothers and Shakers" who seek to balance family, work, love, and time for themselves. They have a lot on their minds and hearts including husbands, homes, children, and careers. The Redbook woman manages her time by focusing on priorities - not perfection. The April issue is the Midwest Travel Section.

Publishes: Monthly  
Circulation: 664,000 (regional region: OH, IA, IN, IL, KS, MN, MI, MO, NE, ND, SD, WI)

**(1) Brochure ad in April issue - Midwest Travel Section** **\$ 5,367.75 gross**

- CPM \$8.08 (circulation 664,000)
  - (4) Brochure discount of 15% used
  - (2) America's Best Vacation's; (1) America's Heartland; (1) Redbook

### Value-Added:

- North Dakota Tourism will receive a listing on the BRC located on the page. Inquiries will be emailed at no charge.
- North Dakota Tourism will also receive the following on their travel Web site VacationPlanning.Net at no additional cost:
  - 500 words of copy
  - Four-color photo
  - Hyperlink to individual advertiser's site
- Ad will appear on FreeTravelBrochures.net so readers can go online and request travel brochures.

**Space Deadline: 12/15/07**  
**Creative Deadline: 12/15/07**

## **OUT-OF-HOME ADVERTISING**

### **CITYLITES USA - Skyway Advertising**

Rep: Charlie Becker  
Tel: 612-436-7191  
Fax: 612-332-2961  
Email: Charlie@citylitesusa.com

CityLites USA is the exclusive provider of backlit skyway signage in Minneapolis/St. Paul

CityLites USA advertising panels are strategically located in the heavily used skyway systems of Minneapolis, St. Paul, Mall of America, Rochester, Duluth and Des Moines. Their panels provide multiple impressions daily to a concentration of executives, managers, business owners, downtown workers, shoppers, restaurant goers, etc.

Downtown Minneapolis/St. Paul

Source: Mpls/St. Paul Downtown Council and Pedestrian Studies and Mall of America

Minneapolis: 260,000 visitors daily / 1.3 million per week / 5.2 million per month, Mon - Fri

St. Paul: 100,000 visitors daily, 500,00 per week / 2.0 million per month, Mon - Fri

Minneapolis: 80 city blocks connect by skyway - downtown work force of nearly 170,000 M-F

St. Paul: 40 city blocks connected by skyway

**April - July 2008 - #25 Showing Level**

**Minneapolis - (8) full sized panels (6' x 3') @ \$10,588.40/month (4 months) \$ 42,353.60 gross**

**St. Paul - (4) full sized panels (6' x 3') @ \$5,294.25/month (4 months) \$ 21,177.00 gross**

**Value-Added:**

Minneapolis - (2) full sized panels (6' x 3') @ n/c for 4 months

St. Paul - (1) full sized panel (6' x 3") @ n/c for 4 months

Production costs from CityLites USA

**(15) boards (6' x 3') @ \$311.80 per board \$ 4,677.00 gross**

- If new creative is desired, added production costs will be incurred

**Total Out-of-home costs \$ 68,207.60 gross**

## **2008 Border/Niche Strategy Media Plan (Canadian, Secondary & Niche Markets)**

### **BROADCAST TELEVISION**

#### Campaign Flight Dates

- 6/02 - 6/15/08 (2 weeks on); 6/16 - 6/22/08 (1 week off); 6/23 - 7/06/08 (2 weeks on)

#### Markets

• Winnipeg, MB - 300 TRP's per week/1,200 total TRP's	\$ 101,055.00 gross*
• Regina, SK - 300 TRP's per week/1,200 total TRP's	\$ 30,320.00 gross*
• Saskatoon, SK - 300 TRP's per week/1,200 total TRP's * (0% exchange rate used)	\$ 31,580.00 gross*
• Fargo/Grand Forks, ND - 250 TRP's per week/1,000 total TRP's	\$ 22,000.00 gross
• Rapid City, SD - 250 TRP's per week/1,000 total TRP's	\$ 28,000.00 gross
• Glendive, MT - 250 TRP's per week/1,000 total TRP's	\$ 10,000.00 gross

#### ***Total Television***

***\$ 222,955.00 gross***

### **RADIO**

#### Campaign Flight Dates

- (3) weeks @ 300 TRP's (in rated markets)
- 4/30 - 05/20/08 (3 weeks)

#### Markets

• Glendive, MT	\$ 2,541.60 gross
• Aberdeen, SD	\$ 3,247.20 gross
• Pierre, SD	\$ 3,660.00 gross
• Bemidji, MN	\$ 6,000.00 gross
• Fergus Falls, MN	\$ 7,614.00 gross
• Winnipeg, MB (0% exchange rate used)	\$ 37,590.00 gross
• Regina, SK (0% exchange rate used)	\$ 19,488.00 gross
• Saskatoon, SK (0% exchange rate used)	\$ 27,552.00 gross
• Brandon, MB	\$ 12,705.60 gross

#### ***Total Radio***

***\$ 120,398.40 gross***

## **NEWSPAPER INSERTS**

### Campaign Flight Dates

- Fri/Sat/Sun; June 20<sup>th</sup> - June 22<sup>nd</sup> 2008
- (8) Page insert - total circulation: 651,941

### Markets:

• Fargo, ND - Fargo Forum (Sun. circ. 64,100)	\$ 3,662.67 gross
• Grand Forks, ND - Grand Forks Herald (Sun. circ. 31,243)	\$ 2,432.04 gross
• Pierre, SD - Capital Journal (Fri. circ 4,500)	\$ 357.89 gross
• Aberdeen, SD - American News (Sun. circ. 18,200)	\$ 1,013.38 gross
• Fergus Falls, MN - The Daily Journal (Sat. circ 8,200)	\$ 472.73 gross
• Bemidji, MN - Bemidji Pioneer (Sat. circ. 11,800)	\$ 971.85 gross
• Glendive, MT - Ranger Review (Sun. circ. 3,206)	\$ 244.70 gross
• Rapid City, SD - Rapid City Journal (Sun. circ. 39,500)	\$ 4,833.22 gross
• Winnipeg, MB - Winnipeg Free Press (Sun. circ. 238,200)	\$ 13,700.26 gross
• Regina, SK - Leader Post (Sat. circ. 87,223)	\$ 7,667.18 gross
• Saskatoon, SK - Star Phoenix (Sat. circ. 63,800)	\$ 3,678.25 gross
• Portage La Prairie, MB - Daily Graphic (Sat. circ. 11,203)	\$ 988.32 gross
• Brandon, MB - Brandon Sun (Sat. circ. 34,107; Sun TMC 9,400)	\$ 2,980.62 gross
• Estevan, SK - Southeast Trader Express (Fri. circ. 9,239)	\$ 581.03 gross
• Weyburn, SK - Weyburn Review (Sat. circ. 7,720)	\$ 515.90 gross
• Steinbach, MB - The Carillion (Thur. circ. 10,300)	\$ 1,109.80 gross
• Includes folding charge	

### **Total (1) Newspaper Insert Placement**

**\$ 45,209.84 gross\***

*\*Does not include printing costs*

*\*0% exchange rate used*

## CANADIAN ADVERTISING

### CAA MANITOBA (formerly Going Places Manitoba)

Rep: Robert Zyluk  
Tel: 204-255-3409  
Fax: 204-254-3077  
E-mail: caamb@shaw.ca

*CAA Manitoba* combines the love of travel with practical information on travel and road safety. It is the official publication of the Canadian Automobile Association in Manitoba and is free to its members.

Publishes: 4x per year; Spring, Summer, Fall and Winter  
Circulation: 130,000

**(1) Full page, four-color ads in spring issue** **\$ 4,950.00 gross**

- CPM \$38.08 (circulation 130,000)
- Canadian gross rate of \$4,950.00 (0% exchange rate used)

**(1) Full page, four-color ads in summer issue** **\$ 4,950.00 gross**

- CPM \$38.08 (circulation 130,000)
- Canadian gross rate of \$4,950.00 (0% exchange rate used)

**Spring Space Deadline: 12/04/07**  
**Spring Creative Deadline: 12/15/07**

**Summer Space Deadline: 03/02/08**  
**Summer Creative Deadline: 03/13/08**

## PRAIRIES NORTH

Rep: Steve Sutton  
Tel: 306-728-4290  
Fax: 306-728-4291  
E-mail: [steve@prairiesnorth.com](mailto:steve@prairiesnorth.com)

*Prairies North* is published from Saskatchewan and through many in-depth investigative and informative glossy full-color articles has built up an ever-growing readership based in communities throughout the province of Saskatchewan, into Alberta, British Columbia and Manitoba. By providing their readers with a wonderful pictorial description of this province's people, places and events, their readership has become loyal and developed a taste for traveling to featured destinations.

Publishes: Quarterly  
Circulation: 20,000

**(1) Full page, four-color ad in summer issue**

**\$ 2,005.95 gross**

- CPM \$110.30 (circulation 20,000)
- Canadian gross rate of \$2,005.95 (0% exchange rate used)

**Space Deadline: 04/18/08**  
**Creative Deadline: 04/18/08**

## STYLE MANITOBA

Rep: Gary MacKay  
Tel: 204-982-4452  
Fax: 204-982-4454  
E-mail: gary@stylemanitoba.com

*Style Manitoba* is the largest and most popular glossy format magazine in the province. This magazine is distributed four times annually directly to consumers' homes in Winnipeg. Additional copies are also circulated through Interlake Publishing to outlying communities in Manitoba, such as Selkirk, Bird's Hill, Oakbank, Dugald, Gimli and Stonewall. Copies are also made available in guest rooms at major Winnipeg hotels such as The Fairmont, Sheraton Downtown, Sheraton Four Points (airport location), The Radisson Downtown and Radisson Airport location, Canad Inn, Fort Garry and others.

Publishes: Quarterly  
Circulation: 75,000

**(1) Double page spread, four-color in June issue** **\$ 6,765.50 gross**

- CPM \$90.21 (circulation 75,000)
- Canadian gross rate of \$6,765.50 (0% exchange rate used)

### Value-Added:

- With a double page advertising buy, Style Manitoba will provide North Dakota Tourism with editorial coverage on weekend travel destinations for Canadians. They will match the ad buy with an equal amount of editorial space. Style Manitoba would require supplied editorial photos and travel text, or supplied editorial photos and contacts for interview.
- All ad and editorial pages will be included in Style's online version.
- Any participating Web sites will be directly linked.

**Space Deadline: 04/01/08**  
**Creative Deadline: 05/15/08**



## WESTERN LIVING MAGAZINE

Rep: Lori Edmondson  
Tel: 204-942-6883  
Fax: 204-942-2983  
E-mail: lori.edmondson@transcontinental.ca

On the magazine map of western Canada, all roads lead to *Western Living*: award-winning writers pursuing uniquely intriguing stories; accomplished photographers matched with appealing subjects; homes, gardens and design; food, wine and entertaining; travel; and the people and places of the west. And all this delivered with an emphasis on reader service: how to do it, where to find it, how to make the most of the wonderful places you call home. Whatever their interests, whatever their tastes, western Canada's most discriminating readers find what they're looking for in *Western Living*. Travel supplement runs in May 2008.

Publishes: 10x per year  
Circulation: Winnipeg 22,660; Saskatchewan 20,000

### Winnipeg Market

(1) Full page, four-color ad in May issue \$ 2,853.00 gross

- CPM \$125.91 (circulation 22,660)
- Canadian gross rate of \$2,853.01 (0% exchange rate used)

### Saskatchewan Market

(1) Full page, four-color ad in May issue \$ 2,000.05 gross

- CPM \$100.00 (circulation 20,000)
- Canadian gross rate of \$2,000.05 (0% exchange rate used)

Space Deadline: 03/22/08  
Creative Deadline: 03/29/08

## WESTWORLD SASKATCHEWAN

Rep: Jenny Kollander  
Tel: 952-933-2549  
Fax: 952-933-2192  
E-mail: jenny.kollander@rickertmedia.com

*Westworld Saskatchewan* is a travel and motoring magazine published for the Canadian Automobile Association in Saskatchewan. It features auto club-related news complemented by exciting and informative travel features and departments. From local destinations to domestic and foreign hot spots, *Westworld Saskatchewan* presents unique vacation ideas and practical travel tips.

Publishes: 4x per year; Spring, Summer, Fall and Winter  
Circulation: 110,333

**(1) Full page, four-color ads in spring issue** **\$ 3,302.33 gross**  
• CPM \$29.93 (circulation 110,333)  
• Canadian gross rate of \$3,302.33 (0% exchange rate used)

**(1) Full page, four-color ads in summer issue** **\$ 3,302.33 gross**  
• CPM \$29.93 (circulation 110,333)  
• Canadian gross rate of \$3,302.33 (0% exchange rate used)

**Spring Space Deadline: 12/04/07**  
**Spring Creative Deadline: 12/14/07**

**Summer Space Deadline: 03/07/08**  
**Summer Creative Deadline: 03/21/08**

## **NICHE - BIKING**

### **MOUNTAIN BIKE**

Rep: Steve Brawley  
Tel: 312-696-4113  
Fax: 312-726-8185  
Email: Steve.Brawley@Rodale.com

*Mountain Bike* delivers a wide-angle snapshot of the sport we love: they cover everything from the best-performing new bikes, gear and apparel to the most inspiring trails and personalities that define the mountain biking lifestyle. Their goal is to celebrate the ride of your life, and they bring mountain biking alive for the largest, broadest readership (155,000 distribution) that demands reliable testing of the latest gear, expert advice, and a trailside seat to the greatest rides around the world.

Publishes: 7x per year  
Circulation: 155,000

(1) Full page, four-color ad in June issue  
• CPM \$72.68 (circulation: 155,000)

**\$ 11,265.00 gross**

Space Deadline: 03/07/08  
Creative Deadline: 03/20/08

## **NICHE - BIRDING**

### **BIRDER'S WORLD**

Rep: Craig Greuel  
Tel: 1-888-558-1544 ex 495  
Fax: 262-796-0126  
E-mail: cgreuel@birdersworld.com

More than just bird-watching basics, Birder's World is a publication bursting with spectacular photography, stunning features, and all the fascinating tips and details that make birding exciting.

Publishes: 6x per year  
Circulation: 42,000

**(1) Full page, four-color ad in April issue** **\$ 3,514.10 gross**  
• CPM \$83.67 (circulation 42,000)

#### **Value-Added:**

- Far-forward position guaranteed within first half of book at no additional charge
- Web site link to North Dakota Tourism's Web site
- Back cover placement when available, if desired, at no additional charge

**Space Deadline: 01/08/08**  
**Creative Deadline: 01/15/08**

## **BIRDING**

Rep: Ken Barron  
Tel: 800-850-2473  
Fax: 719-578-1480  
E-mail: kbarron@pcisys.net

The American Birding Association, publisher of *Birding*, is a not-for-profit organization that seeks to inspire all people to enjoy and protect wild birds. The ABA seeks to encourage and represent the North American birding community and to provide resources through publications, meetings, partnerships and birding networks. The ABA's education programs develop birding skills, an understanding of birds, and the will to conserve.

**Publishes: Bi-Monthly**  
**Circulation: 18,000 members**

**(1) Full page, four-color ad in March/April issue** **\$ 2,225.00 gross**  
• CPM \$123.61 (circulation 18,000 membership)

**Space Deadline: 01/03/08**  
**Creative Deadline: 01/10/08**

## NICHE - GOLF

### GOLF DIGEST

Rep: John Goldrick  
Tel: 312-649-3502  
Fax: 312-649-0277  
E-mail: john.goldrick@golfdigest.com

Established in 1950, *Golf Digest* is written for all golf enthusiasts, whether a recreational, amateur or professional player. Editorial focuses on tips and techniques on improving your game. Reports on tournament standings, new golf products, fashions and books, and discusses issues facing the game today.

Publishes: Monthly  
Circulation: 318,028 (Midwest region includes: IL, IA, KS, MI, MN, MO, NE, ND, SD, TX, WI)

**(1) Full page, four-color ad, plus four-color, custom advertorial in May issue**      **\$ 28,129.00 gross**  
• CPM \$88.45 (circulation 318,028)

**Value-Added:**

- Custom Travel Advertorials carry NO bleed charges
- Bonus space on Web site, e-mail blasts, directory listings

**Space Deadline: 02/22/08**  
**Creative Deadline: 02/29/08**

### MIDWEST GOLFING MAGAZINE

Rep: Kevin Packard Jr.  
Tel: 608-837-2200 ext. 106  
Fax: 608-825-3053  
E-mail: Kevin@roylepub.com

*Midwest Golfing Magazine* is unique in that it offers both national and regional information all in one. The national flavor includes golf coverage from around the world such as player profiles of the top tour players, national tournament coverage, golf destinations and reviews of the latest in golf equipment from major manufacturers. The regional portion covers all the local golf news, events, golf course reviews and golf related businesses in and around Wisconsin, Illinois, Michigan and Minnesota.

Publishes: 4x per year; February, May, July and September  
Circulation: 60,000 (WI, IL, MN, MI, IN)

**(1) Full page, four-color ad in February (Golf Show Issue)**      **\$ 2,750.00 gross**  
• CPM \$36.67 (circulation 75,000)

**(1) Full page, four-color ad in May issue**      **\$ 2,285.00 gross**  
• CPM \$38.08 (circulation 60,000)

**Golf Show Issue Space Deadline: 01/30/08**  
**Golf Show Issue Creative Deadline: 01/30/08**  
**May 2008 Issue Space Deadline: 04/30/08**  
**May 2008 Issue Creative Deadline: 04/30/08**

## MINNESOTA GOLFER

Rep: Scott Ostwald  
Tel: 612-373-9551  
Fax: 612-339-5806  
E-mail: sostwald@msspcommunications.com

Written for the avid golfer in Minnesota and members of the Minnesota Golf Association, *Minnesota Golfer* covers all local golfing news such as course openings and renovations, tournament winners, instructional tips from the pros, annual golf course directory, association news and calendar of events and tournaments. February/March (Spring Directory Issue) is the yearly flagship issue and possesses the longest shelf life of all issues. It is perfect bound, and lists all 450 MGA Member Clubs in a large back of the book section. It is used as year round reference material for their members. In the MGA News section they cover players of the year and MGA Club Champions.

Publishes: Bi-Monthly  
Circulation: 66,000

**(1) Full page, four-color ad in Feb/Mar issue**

**\$ 5,950.00 gross**

- CPM \$90.15 (circulation 66,000)

**Space Deadline: 12/04/07**

**Creative Deadline: 12/19/07**

## **NICHE - OUTDOOR**

**Cable Advertising:** Campaign Flight Dates: January - April 2008 (17 weeks)

### **Milwaukee Cable - TW Cable**

<u>Network</u>	<u>Day of Week</u>	<u>Time</u>	<u>Spot Costs</u>	<u># of Spots</u>	<u>Week Total</u>	<u># of Weeks</u>	<u>Total Costs</u>
Fox Sports	Sat/Sun	8a-12p	\$20.00	2/day = 4	\$80.00	17	\$1,360.00
ESPN2	Sat	8a-12p	\$25.00	2/day	\$50.00	17	\$850.00
Outdoor Life Channel	Mon - Sun	6a-12a	\$10.00	5/day = 35	\$350.00	17	\$5,950.00
Total Milwaukee Market for TW Cable							<b>\$8,160.00</b>

### **Green Bay Cable - TW Cable**

<u>Network</u>	<u>Day of Week</u>	<u>Time</u>	<u>Spot Costs</u>	<u># of Spots</u>	<u>Week Total</u>	<u># of Weeks</u>	<u>Total Costs</u>
Fox Sports	Sat/Sun	8a-12p	\$10.00	2/day = 4	\$40.00	17	\$680.00
Versus	Mon - Sun	6a-12a	\$5.00	6/day = 42	\$210.00	17	\$3,570.00
Total Green Bay Market for TW Cable							<b>\$4,250.00</b>

### **Minneapolis Cable - Comcast**

<u>Network</u>	<u>Day of Week</u>	<u>Time</u>	<u>Spot Costs</u>	<u># of Spots</u>	<u>Week Total</u>	<u># of Weeks</u>	<u>Total Costs</u>
Fox Sports Network	Sat/Sun	8a-12p	\$50.00	2/day = 4	\$200.00	17	\$3,400.00
Versus	Mon - Fri	7a-2p	\$25.00	2/day = 10	\$250.00	17	\$4,250.00
Versus	Sat/Sun	7a-2p	\$50.00	2/day = 4	\$200.00	17	\$3,400.00

Added-Value: (50) :10 taggable spots which would run (RON) in conjunction w/hunting & fishing promo  
Total Minneapolis Market for Comcast **\$11,050.00**

### **Madison Cable - Charter Media**

<u>Network</u>	<u>Day of Week</u>	<u>Time</u>	<u>Spot Costs</u>	<u># of Spots</u>	<u>Week Total</u>	<u># of Weeks</u>	<u>Total Costs</u>
ESPN2	Sat	6a-8a	\$50.00	2/day = 2	\$100.00	17	\$1,700.00
ESPN2	Sun	8a-12p	\$50.00	2/day = 2	\$100.00	17	\$1,700.00
Versus	Mon - Fri	6:30a-12p	\$40.00	2/day = 10	\$400.00	17	\$6,800.00
Versus	Sat/Sun	6:30a-12p	\$40.00	2/day = 4	\$160.00	17	\$2,720.00
Total Madison - Charter Media							<b>\$12,920.00</b>

**Total Cable** **\$36,380.00**

***Direct Mail Postcard***

Use Game &amp; Fish lists (hunting and fishing licenses)

**\$ 16,890.00*****Online***

FishingBuddy.com (2008)

**\$ 3,247.14 gross**

Fishandgame.com (2008)

**\$ 464.72 gross*****Total for online advertising*****\$ 3,711.86 gross**



**NORTH DAKOTA TOURISM  
RECAP OF TOTAL 2008 BUDGET  
October 3, 2007**

Medium	Costs	Total Costs
Television		841,427.80
Broadcast	752,955.00	
Direct Response	88,472.80	
Radio - 3 weeks		120,398.40
Insert - 1x w/o printing		176,170.85
ND Newspaper Assn.		38,000.00
Direct Mail		19,925.00
Online		176,977.52
MMSI - Direct Response	24,412.37	
Keyword Marketing Campaign	41,000.00	
Fodors.com	23,600.60	
GordonsGuide.com	23,530.00	
GuidebookAmerica.com	0.00	
Travelocity.com	17,647.50	
TripAdvisor.com	18,824.00	
FishingBuddy.com	3,247.14	
Fishandgame.com	464.72	
AAA - IMS Program	24,251.19	
Print - General		302,303.48
AAA - IMS Program - Print	22,982.93	
AAA Tourbook	16,660.00	
Broadcast Channel One	33,059.65	
Family Circle	13,300.00	
Good Housekeeping	24,741.80	
Ladies' Home Journal	13,600.00	
Midwest Living	166,218.00	
Milwaukee Magazine	3,435.00	
Mpls St. Paul Magazine	8,306.10	
Travel Directories		60,157.00
USA Weekend - 2 x	4,266.00	
Valassis - America's Best Spring	7,900.00	
Valassis - America's Best Fall	7,900.00	
Valassis - Small Markets	6,795.75	
Family Circle	6,100.00	
Ladies' Home Journal	5,460.00	
Midwest Vacation Guide - Spring	6,350.00	
Midwest Vacation Guide - Fall	3,495.00	
Reader's Digest - April	6,522.50	
Redbook	5,367.75	

Medium	Costs	Total Costs
Canadian Advertising		30,129.16
CAA Manitoba 2x	9,900.00	
Prairie North	2,005.95	
Style Manitoba	6,765.50	
Western Living - Winnipeg	2,853.00	
Western Living - Saskatchewan	2,000.05	
Westworld Saskatchewan 2x	6,604.66	
Niche - Biking		11,265.00
Mountain Biking	11,265.00	
Niche - Birding		5,739.10
Birder's World	3,514.10	
Birding	2,225.00	
Niche - Golfing		39,114.00
Golf Digest	28,129.00	
Midwest Golfing	5,035.00	
Minnesota Golfer	5,950.00	
Niche - Outdoor		53,270.00
Cable Television	36,380.00	
Direct Mail Postcard	16,890.00	
Out-Of-Home		68,207.60
Minneapolis Skyway Advertising	68,207.60	
Total Advertising		1,943,084.91
Out-of-Home	3.51%	68,207.60
Online	9.11%	176,977.52
Radio	6.2%	120,398.40
Inserts	9.07%	176,170.85
Postcards	1.89%	36,815.00
Print	25.05%	486,707.74
TV	45.17%	877,807.80
Totals	100%	1,943,084.91
7.5% Rebate		-145,731.36
<b>Total 2008 Spending</b>		<b>1,797,353.55</b>

**NORTH DAKOTA TOURISM  
RECAP OF 2008 BUDGET  
Legendary Strategy (Primary U.S. Markets)**

Medium	Costs	Total Costs
Television		
Broadcast	530,000.00	618,472.80
Direct Response	88,472.80	
Insert - 1x w/o printing		130,961.01
ND Newspaper Assn.		38,000.00
Travel Guide Direct Mail		19,925.00
Online		173,265.66
MMSI Direct Response - Online	24,412.37	
Keyword Marketing	41,000.00	
Fodors.com	23,600.60	
GordonsGuide.com	23,530.00	
GuidebookAmerica.com	0.00	
Travelocity.com	17,647.50	
TripAdvisor.com	18,824.00	
AAA - IMS Program - Online	24,251.19	
Print		302,303.48
AAA - IMS Program - Print	22,982.93	
AAA Tourbook	16,660.00	
Broadcast Channel One	33,059.65	
Family Circle	13,300.00	
Good Housekeeping	24,741.80	
Ladies' Home Journal	13,600.00	
Midwest Living	166,218.00	
Milwaukee Magazine	3,435.00	
Mpls St. Paul Magazine	8,306.10	
<b>Travel Directories</b>		60,157.00
USA Weekend - 2 x	4,266.00	
Valassis - America's Best Spring	7,900.00	
Valassis - America's Best Fall	7,900.00	
Valassis - Small Markets	6,795.75	
Family Circle	6,100.00	
Ladies' Home Journal	5,460.00	
Midwest Vacation Guide - Spring	6,350.00	
Midwest Vacation Guide - Fall	3,495.00	
Reader's Digest - April	6,522.50	
Redbook	5,367.75	
<b>Out-Of-Home</b>		
Minneapolis Skyway Advertising		68,207.60
<b>Total</b>		<b>1,411,292.55</b>

**NORTH DAKOTA TOURISM  
RECAP OF 2008 BUDGET  
Border/Niche Strategy (Canadian, Secondary Markets, Niche Markets)**

	Medium	Costs	Total Costs
Broadcast Television			222,955.00
Radio - 3 weeks			120,398.40
Insert - 1x w/o printing			45,209.84
Print			86,247.26
Canadian Advertising			
CAA Manitoba 2x		9,900.00	
Prairie North		2,005.95	
Style Manitoba		6,765.50	
Western Living - Winnipeg		2,853.00	
Western Living - Saskatchewan		2,000.05	
Westworld Saskatchewan 2x		6,604.66	
Niche - Biking			
Mountain Biking		11,265.00	
Niche - Birding			
Birder's World		3,514.10	
Birding		2,225.00	
Niche - Golfing			
Golf Digest		28,129.00	
Midwest Golfing		5,035.00	
Minnesota Golfer		5,950.00	
Niche - Outdoor			
Cable Television		36,380.00	53,270.00
Direct Mail Postcard		16,890.00	
Online			
Fishandgame.com		464.72	3,711.86
FishingBuddy.com		3,247.14	
<b>Total</b>			<b>528,080.50</b>

# ND Tourism Media Plan

Spring/Summer/Fall 2008

2008	MAR			APR			MAY			JUN			JUL			AUG			SEP			OCT			NOV			DEC															
Weeks	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	1	8	15	22	1	8	15	22									
Legendary Strategy Primary Markets																																											
TV Advertising																																											
Broadcast TV: (:30) Sioux Falls, Milwaukee, Green Bay/Appleton, Madison																																											
									250		250		250																														
Broadcast TV: (:30) Minneapolis									300		300		300																														
Newspaper Inserts: Minneapolis, St. Paul, Sioux Falls, Madison, Milwaukee, WI Area News (10 papers)																																											
Direct Response									2,747 TV Leads / 8,550 Internet Leads																																		
Direct Mail Postcard	X																																										
Travel Directories																																											
USA Weekend	X																							X																			
Valassis - America's Best Vacations						X																																					
Valassis - Midwestern Small Markets Program - "America's Heartland"						X																																					
Midwest Vacation Guide		X																																									

[illegible]

[illegible]

2008	MAR			APR			MAY			JUN			JUL			AUG			SEP			OCT			NOV			DEC		
Weeks	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	1	8	15	22
Border Strategy - Canada, Secondary US Markets																														
Broadcast TV: (:30) Fargo/Grand Forks, Rapid City, Glendive										250		250		250																
Broadcast TV: (:30) Winnipeg, Regina, Saskatoon														300	300	300	300	300												
Radio: (:30) Winnipeg, Regina, Saskatoon, Brandon, Glendive, Aberdeen, Pierre, Bemidji, Fergus Falls															300	300	300													
Newspaper Inserts: Winnipeg, Regina, Saskatoon, Brandon, Portage La Prairie, Weyburn, Estevan, Steinbach, Fargo, Grand Forks, Rapid City, Glendive, Aberdeen, Pierre, Bemidji, Fergus Falls																x														
Print Advertising: CAA Manitoba	Full page - four color print ad, Spring												Full page - four color print ad, Summer																	
Prairies North													Full page - four color print ad, Summer																	
Style Manitoba													Double page spread - four color																	
Western Living (Winnipeg & Saskatchewan editions)							Four page - four color print ad																							
Westworld Saskatchewan	Full page - four color print ad, Spring												Full page - four color print ad, Summer																	



2008	MAR			APR			MAY			JUN			JUL			AUG			SEP			OCT			NOV			DEC																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
Weeks	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	1	8	15	22																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
Niche Strategy																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
Niche: Outdoor Cable Advertising: Milwaukee, Green Bay, Minneapolis, Madison	(17 weeks) FXNC, ESPN 2, Outdoor Life, Versus - January- April 2008																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
Internet Marketing																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
fishandgame.com	Master Link																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
FishingBuddy.com	Banner Ad																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
Direct Mail Postcard	x																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									

2008	MAR			APR			MAY			JUN			JUL			AUG			SEP			OCT			NOV			DEC		
<b>Weeks</b>	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	1	8	15	22
North Dakota Newspaper Assn.																														
Horizon Magazine																														
	Half page - Spring, Summer, Fall, Winter Issue																													
<b>International Mktg</b>	American Journal in Germany, Quarter Horse Journal in Germany, Aftenposten in Norway, CANUSA in Germany, Standby Travel Trade magazine used throughout all of Scandinavia																													
<b>Group Travel Mktg</b>	Group Tour Magazine (Jan 08), National Tour Association-Courier Magazine (Feb 08), American Bus Association-Destinations Magazine (Jul/Aug 08), National Tour Association-Courier Magazine (Oct 08)																													
<b>Public Relations</b>	Membership directory ads in TIA and SATW																													